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OCTOBER-NOVEMBER, 1936

AUTOMATIC WORLD

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MANY OTHER ITEMS

Entered as second-class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the Act of March 3, 1879

Rock-ola's ROCK-O-BALL

STRONG AS THE ROCK OF GIBRALTAR

★ Made to be STURDY—DEPENDABLE—PERMANENT.

Perfect mechanism designed by the most experienced engineers in the business.

Cabinets built by skilled workmen in Rock-Ola's great woodworking plant.

Built for perfect mechanical performance in the industry's largest factory.

Everything about ROCK-O-BALL is designed to add to the enjoyment of the playing. Automatic scoring shows,—the score of the game being played,—the previous high score,—the number of balls played,—at all times.

Free play feature—no lost balls! Underneath ball return—eliminating all noise.

Visible coin chute! Entirely portable. Separates at middle of post, so as not to be visible when erected. ROCK-O-BALL is as easily moved as a pay table or phonograph.

Operates both mechanically and electrically, making use of the best functions of each.

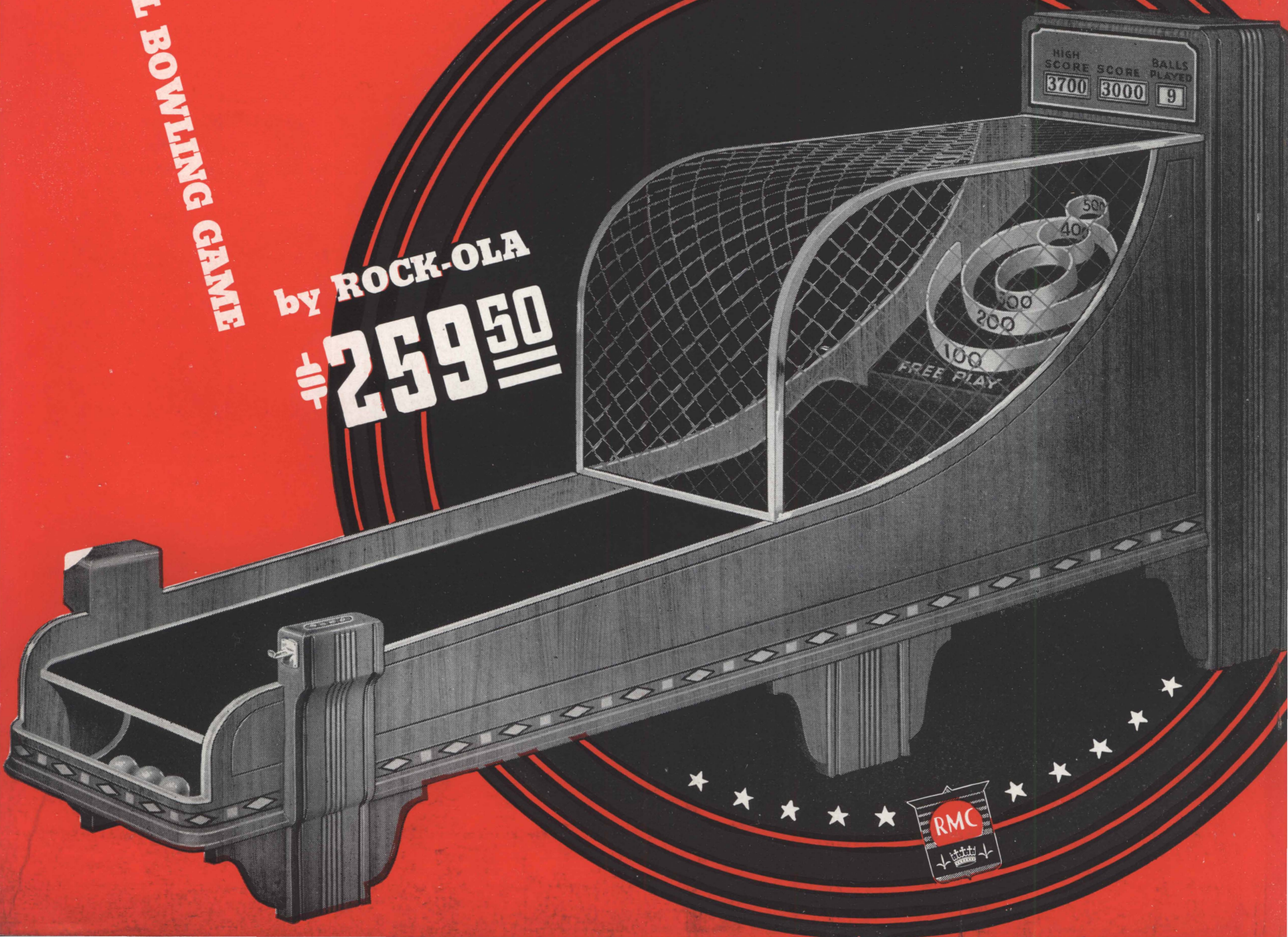
See your operator TODAY! DEPEND ON ROCK-O-BALL'S DEPENDABILITY!

ROCK-OLA MANUFACTURING CORPORATION • 800 NORTH KEDZIE AVENUE • CHICAGO

THE ONE REAL BOWLING GAME

by ROCK-OLA

$259.50



Only RAY'S TRACK

HAS THE DAILY DOUBLE FEATURE

INSURING CROWDS OF REPEAT PLAYERS

EXPERIENCED operators know it's the possibility of BIG WINNERS that makes a game go over with the public. Tickled as a man may be to hit a 10 or 20 point award . . . it's the hope of BIG WINNERS that keeps him playing again and again . . . day in and day out . . . month after month!

Only RAY'S TRACK has BIG WINNER APPEAL built right into it . . . the big 50 to 1 DAILY DOUBLE . . . the EXTRA AWARD that makes RAY'S TRACK a new record-breaker in crowd-attracting and big-time earnings!

Other RAY'S TRACK features that make a bit hit with everyone are the "Feather-Touch" Electric Coin Chute—the life-like action of the realistic horses on the brilliantly illuminated track—the exciting suspense as the horses pass and repass each other to a breath-taking photo finish—and the rich, eye-catching beauty of the matched walnut cabinet.

Smooth, quiet performance — trouble-free, all-electric mechanism — cheat-proof, chart-proof complete "mix-up" of horses—makes RAY'S TRACK a boon to operators everywhere!

Thousands of RAY'S TRACK machines all over the country are proving that they "have the stuff" that draws the players day in and day out—making it the biggest money-maker of all time!

WRITE or WIRE for prices and full-color circular

You are entitled to share in the greatest profit-boom in coin machine history! Write now for full details!

YOU CAN BANK ON A BALLY GAME

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc. EASTERN DISTRIBUTOR 453 W. 47TH ST. NEW YORK, N. Y.

Bally's PREAKNESS

PAYS ON WIN PLACE SHOW and 4th PLACE

PLAYER deposits only one coin and gets from 1 to 7 "selections" vividly displayed in rainbow color lights--plainly indicating number OR NUMBERS to shoot for. And whether he has one or all seven numbers to play for, each number pays awards on Win, Place, Show or 4th PLACE, depending on section in which ball is placed--28 winners possible on a roomy, wide-open board--and 40-to-1 TOP ODDS! See how this new idea attracts REPEAT PLAY--see the dazzling flash of the big 14-INCH-HIGH LIGHT BOX--the sizzling spring-action of the play-field--the simple, sturdy IN-A-DRAWER Mechanism--12-Coin Escalator--new A. B. T. 400 Coin Chute--positive ADJUSTMENT feature--and you'll see why operators call PREAKNESS

The Fastest Money-Maker BALLY ever built!

ORDER YOURS TODAY--BY WIRE!

1-SHOT • CHANGING-ODDS • PAYOUT

PAYOUT

$149.50

Ticket: $159.50

POWER-PAK EQUIPPED

NO CHARGE FOR CHECK SEPARATOR

One-third with order, baiance C.O.D. F.O.B. Chicago

54 In. by 26 In.

YOU CAN BANK ON A BALLY GAME

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc. EASTERN DISTRIBUTOR 453 W. 47TH ST. NEW YORK, N. Y.

POLITICAL PARTIES AGREE

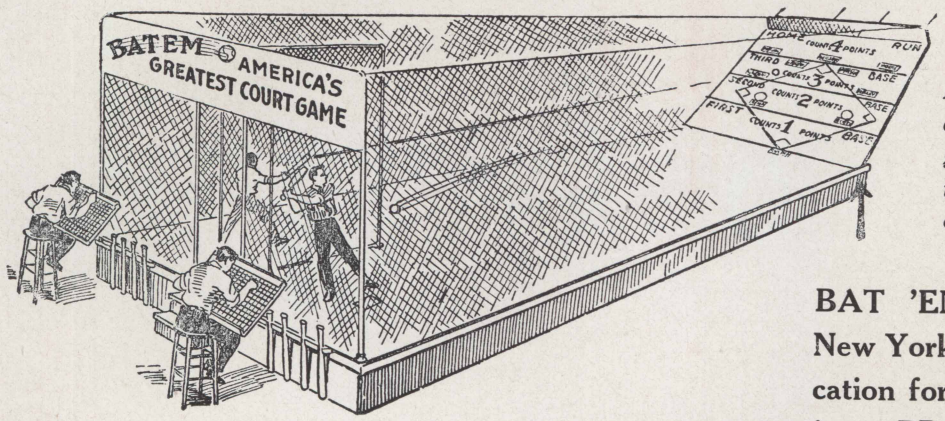
TURF CHAMPS
THE ANSWER TO NATIONAL DIVERSION

TURF CHAMPS
Ticket Model
$137.50
ELECTROPAK EQUIPPED

CUSTOM BUILT
"The Aristocrat Line"

STONER CORPORATION
Aurora, Illinois

ANNOUNCING "BAT'EM"



A proven amusement and health exercise game...now operated in a new and modern manner.

BAT 'EM has operated in New York City at the same location for 15 years . . . making a PROFIT in all kinds of weather. BAT 'EM was a big success at A Century of Progress, Chicago, and is now going big at the Texas Centennial Exposition. A downtown Dallas location has proven a sensation. BAT 'EM, alone, operates successfully in other cities, for BAT 'EM appeals to everybody . . . men, women and children!

UNDER OUR PLAN you can secure first franchise rights in your city, backed by fully protected patent rights. Write or wire today for particulars.

We are now exclusive manufacturers and distributors of BAT 'EM (successors to Joe Aronoff Co.) and offer a proven plan for operating a money-making "Bat'EM-LAND" that is legal everywhere, as no awards are necessary. BAT'EM is the foundation for a modern Sportland idea, and with bowling type games, electric shooting machine, automatic phonograph, photograph machine, scales and merchandise vendors . . . makes an attractive and 100 per cent legal sportland. The $12 per hour potential earnings of BAT'EM alone make high rent mean nothing.

Game is played by one or two players at the same time, using regulation league baseball and bat. BAT 'EM requires space 20 x 50 feet in building or tent. Game is portable.

ELECTRO BALL CO., Inc.

1200 CAMP STREET » » » DALLAS, TEXAS

Bally's EAGLE-EYE

RAY-RIFLE TARGET MACHINE

Ready for Delivery OCT. 20

New ADJUSTABLE TARGET SPEED CONTROL

PLAYER CAN SET TARGET TO ANY ONE OF FOUR SPEEDS

1. FOR THE AMATEUR
2. FOR THE AVERAGE SHOT
3. FOR "BETTER-THAN-AVERAGE"
4. FOR CRACK-SHOTS

Only EAGLE-EYE gets play from all types of players, from amateur to crack-shot—and holds the play by enabling player to adjust target to his increasing skill!

20 GREAT FEATURES

1. EIGHT DIFFERENT TARGETS to shoot at.
2. MOVING TARGETS or stand-still targets —at player's choice.
3. FOUR-SPEED TARGET permits player* to adjust target to his marksmanship.
4. GREATER EARNING POWER—appeals to everybody—the amateur and the crack-shot alike—because of Adjustable Target Speed.
5. TRIPLE SOUND EFFECT—rifle report, gong and crash of animals falling to the ground.
6. REALISTIC HUNT ATMOSPHERE—animals and birds in natural surroundings.
7. ILLUMINATED SCENE-IN-ACTION display.
8. BULL'S EYE VISUALIZERS — animals actually fall when hit.
9. LIGHT-UP TOTALIZER in addition to Scenic Bull's-Eye Visualizer.
10. REGULATION RIFLE has the right "feel."
11. ADJUSTABLE RANGE—target cabinet may be set any distance from rifle stand.
12. ADJUSTABLE HEIGHT means more locations for you, as EAGLE-EYE fits in anywhere—on metal stand, or attached to wall, or suspended from ceiling.
13. CHEAT-PROOF targets affected only by ray of rifle-light.
14. NOT AFFECTED BY STORE LIGHTS.
15. FAST PLAY—10 shots for 5 cents.
16. SIMPLE MECHANISM.
17. BEAUTIFUL CABINET, colorful scenic target field.
18. NO AWARDS NEEDED.
19. LEGAL EVERYWHERE.
20. PRICED TO PLEASE YOU.

*Or operator can disconnect adjustable feature and operate at any one speed desired.

Write---Wire for Prices

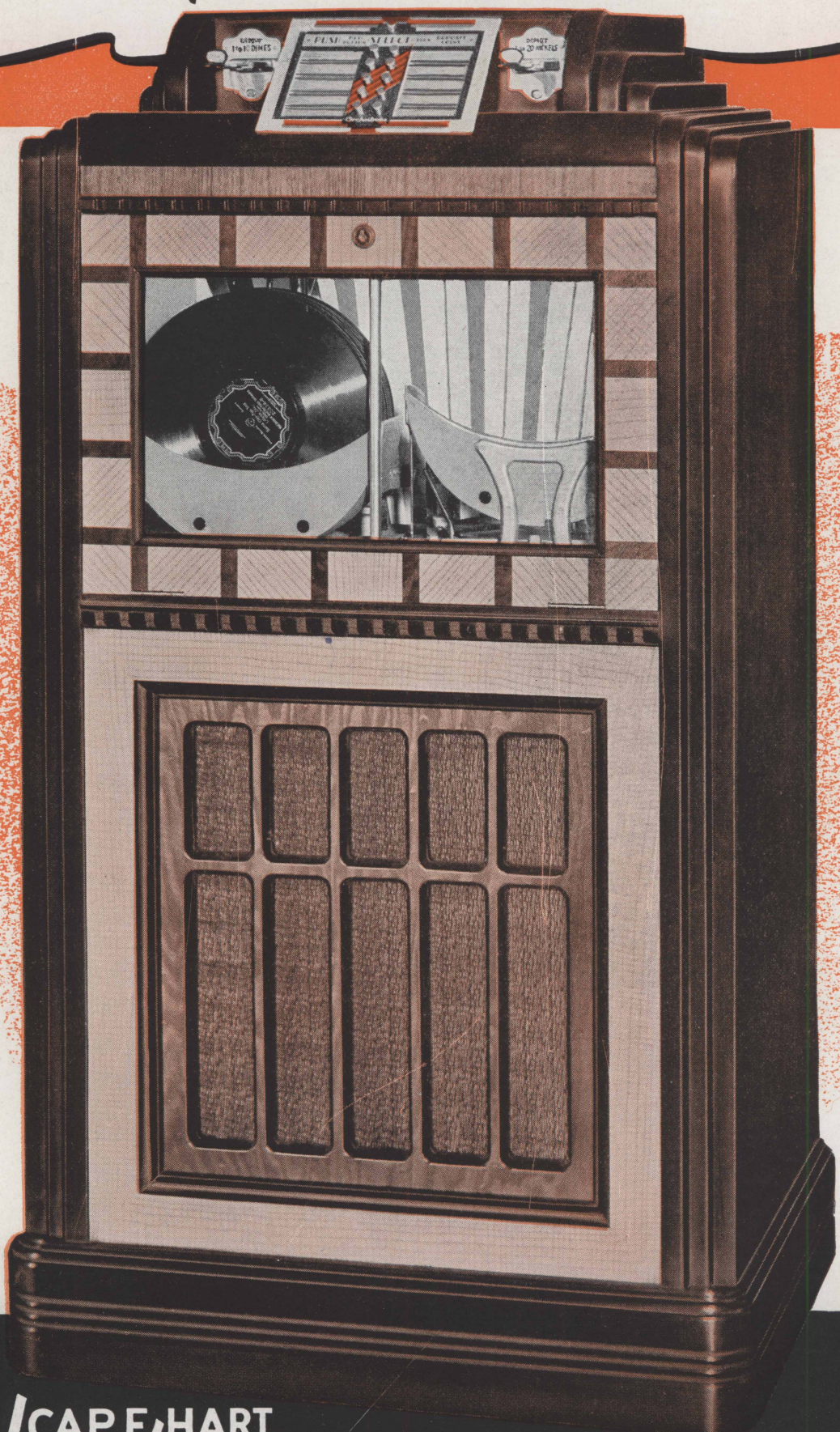
BALLY MANUFACTURING CO.

2640 Belmont Ave.—CHICAGO, ILLINOIS

JOHN A. FITZGIBBONS, INC., Eastern Distributor
453 W. 47th Street, New York, N. Y.

Wait for EAGLE-EYE . . . it's by Bally!

"the phonograph with the thousand dollar tone"



ORCHESTROPE
MODEL M-1 W

THE CAPEHART Orchestrope

the

Orchestrope

provides ACTION COLOR

with ROTO-LITE an irresistible attention drawing feature . . .

To attract the most attention, two things are necessary. One is color and the other is action.

The ROTO-LITE, with which all Orchestropes are now equipped, provides them both, giving a most pleasing moving panorama of constantly changing colors.

This ingenious and colorful action draws everyone's attention to the Orchestrope. Many operators tell us that this ACTION PLUS COLOR feature of the new Orchestrope has increased the coin-intake from 25% to 50%.

In addition to the ROTO-LITE, the Orchestrope has many other exclusive and desirable features. Coin-Slides, Program Holder and Multi-Selector all at the top of the instrument . . . Combined Multi-Selector and Program Holder . . . Handsome and attractive cabinet . . . Tone which everyone concedes to be the best . . . These features, found only in the Orchestrope, make it the best buy on the market today.

Because of its exclusive features; because of its sturdiness and freedom from service requirements; because of its fair price; because of the business-like and fair policies of the Capehart Corporation, and above all, because the Orchestrope will make them more money, more and more operators are turning to the Orchestrope.

Write today for operators' proposition.

Address JACK E. YEAGER, District Manager
Office and Display, 705 South Ervay Street, Dallas, Texas

HE CAPEHART CORPORATION, FORT WAYNE, IND., U. S. A.
Cable Address: "Capecorp"
World's Largest Exclusive Manufacturer of Automatic Phonographs

KEEPING BUSY

Taking Out Pennies
Putting in Peanuts
Banking the Profits

There's nothing more certain than the public's appetite for tasty salted peanuts these cool, crisp days. When you have routes of Northwestern Venders you are sure of a plentiful crop of pennies, and the mechanical vending of exact portions guarantees you a profit out of every penny that is put into a machine.

Your vending profits are especially favorable when you operate Northwestern Venders because they have the smart, modern design and finish that helps you obtain choice locations . . . the merchandise is displayed so appetizingly that it creates desire . . . mechanical perfection keeps servicing costs at an amazingly low figure.

●

You Can Have Exclusive Colors in Northwestern 33 and 33 Jr. Venders

A variety of finishes are available in these two models so each operator in a community can have his own exclusive color. For example, if you select black and orange finish, no other operator in your locality, will be furnished Northwestern Venders in that color combination.

Northwestern DeLuxe Vender

This newest addition to the Northwestern line is getting lots of attention and lots of orders. When you have seen the DeLuxe you will join with all the operators that have seen it on display in our office in saying that it is a Masterpiece.

WE ARE EAGER TO CO-OPERATE

While our business is selling venders and merchandise we realize that you nor no other operator will buy unless you are making profits. Therefore it is our desire now, as it always has been, to co-operate with you in every way possible. COME SEE US OR WRITE US.

FOLSOM & BROWN

Jack Folsom — **Fisher Brown**

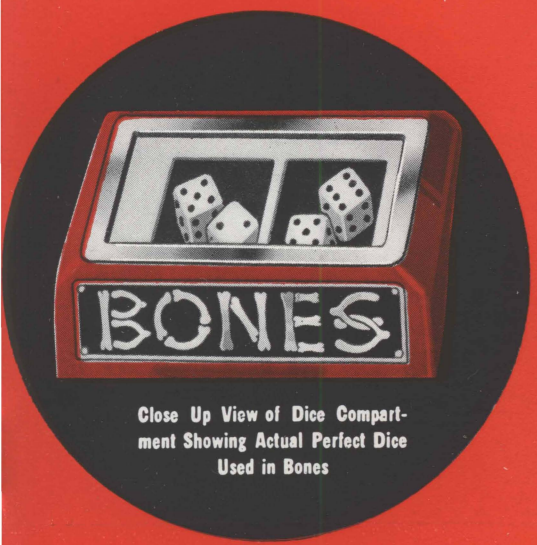
Headquarters for Better Venders and Better Merchandise

2702-04 Ross Avenue — **DALLAS, TEXAS**

NUTS TO YOU—we're not trying to be funny, we simply wish to bring to your attention the fact that we are anxious to ship you our top-quality peanuts and cashews. Although our sales have increased many times during the past few months we're not so busy that we forget your reliance on us for quality, service and price. Ask for samples and prices.

EVERYBODY'S PLAYING

BONES



Close Up View of Dice Compartment Showing Actual Perfect Dice Used in Bones

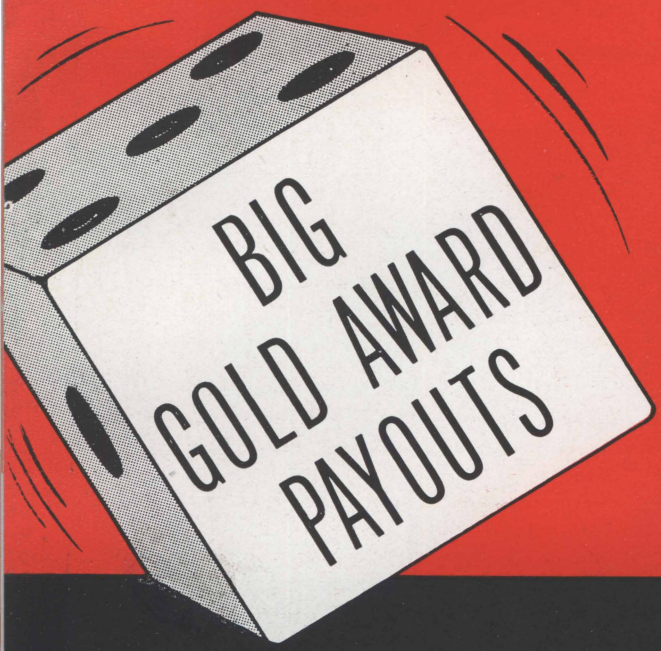
Buckley's DYNAMIC AUTOMATIC PAYOUT "CRAP" GAME . . . THE MONEY MAKER YOU HAVE *ALWAYS WANTED!*

BUCKLEY MANUFACTURING COMPANY

2160 W. WASHINGTON CHICAGO, ILLINOIS

BETTER BUILT BY BUCKLEY

PRINTED IN U. S. A.



BONES

LIBERAL FREQUENT PAYOUTS AS HIGH AS $5.00

Players love to shoot for those great big odds . . . frequent payouts is the little secret "come on" that contributes to the heavy earning power of BONES. "Naturals," 6 and 8, each pay 2 to 1 . . . 4, 5, 9 and 10 . . . each pay 8 to 1 . . . four successive "naturals" pay 100 to 1. We leave it to you, Mr. Operator . . . will players go for that? WE KNOW THEY DO . . . BECAUSE 200 TEST LOCATIONS SPOTTED ALL OVER THE COUNTRY PROVED THIS TO US FOR TWO SOLID MONTHS WITH AN AVERAGE NET OPERATOR'S PROFIT 50% GREATER THAN ANY OTHER MACHINE SELLING WITHIN $100.00 OF ITS PRICE!

FULLY AUTOMATIC—THE PLAYER JUST PRESSES A LEVER

"Read this and weep" that nobody in the business ever came even close to producing an automatic payout machine like this before . . . and we don't think anybody else ever will . . . because BUCKLEY owns exclusive rights to the many marvelous features produced by their excellent staff of engineers. The insertion of a coin . . . the press of a lever and the pair of dice in the left compartment of the dice chamber show the point to be made . . . 2, 3, or 12 and the player loses immediately . . . 7 or 11 and BUCKLEY'S fast, accurate payout unit automatically pays out the award . . . four successive "naturals" and the player automatically is paid the GOLD AWARD ($5.00 on 5c play)—($25.00 on 25c play) . . . if the dice in the left box show either of the following points, 4, 5, 6, 8, 9, 10 . . . the player just presses the lever to try and match these points in the right box, before he gets number seven . . . if successful, he is automatically paid the respective awards. BONES is slugproof, shakeproof, and jarproof. Every last coin is visible! PUT YOURSELF IN A REAL MONEY MAKING BUSINESS! FORTUNES HAVE BEEN MADE IN OPERATING CASINOS LIKE MONTE CARLO. A big route of BONES machines will yield you CASINO PROFITS. Yes, your BONES machine is the house and the players shoot against it! From lowdown to highbrows they all love to shoot crap. BUCKLEY OFFERS YOU THIS SAME UNIVERSALLY PLAYED GAME IN AN INCOMPARABLE AUTOMATIC . . . IT'S THE MACHINE PLAYERS WANT TO PLAY . . . IT'S THE MACHINE YOU CAN'T AFFORD TO PASS BY . . . IT'S THE MACHINE THAT PUTS YOU IN THE BIG MONEY FOR YEARS!

***"BETTER BUILT BY BUCKLEY"* IS YOUR ASSURANCE OF A MECHANICALLY PERFECT PRODUCT . . . LOCATION TESTED FOR PLAYER APPEAL AND PROFITS!**

$125.00 TAX PAID

BUCKLEY MFG. CO. 2160 W. WASHINGTON CHICAGO, ILLINOIS

READY FOR IMMEDIATE DELIVERY!

Texas Operators Hold Most Successful Meeting in Dallas » »

By O. J. Branch

AT THE call of President Earl E. Reynolds, operators in Texas and the Southwest met in Dallas last month for a three days' get-to-gether. Attendance was not up to expectations on account of the unusually heavy rains which fell over the entire Southwest. Several sections of Texas were under flood waters; consequently, many were unable to reach Dallas.

But, from the standpoint of cooperation, it was one of the most interesting meetings ever held in Texas. There were about ten Chicago manufacturing concerns represented. This was a record which exceeds all other state meetings.

When President Reynolds called the meeting to order, he first asked those present to write their names, style of firm, and their addresses on a sheet of paper which had been furnished for that purpose. In his extemporaneous address, he reviewed the past year's work and called attention to the future activities. Mr. Reynolds was very modest in his report as to the good he had accomplished the past year.

Fisher Brown was called upon for a report of his recent trip to Chicago. He made this trip at the request of President Reynolds. His mission being to ask the cooperation of the manufacturers. Mr. Brown praised the sincere, cooperative spirit manifested by the manufacturers and their unfailing interest in the future of this great industry.

Jessie Martin, Fort Worth attorney, spoke concerning the future of the industry and also expressed his appreciation of having met so many fine business friends, members of this great group.

As president, Earl promised his friends in his invitation to this meeting that they would not hold over an hour's business meeting, and he came very near keeping his word as to this time limit. Others who were called upon for a brief word were Harry Turner, S. H. Lynch, and Harry Drollinger.

At the Banquet

The banquet was attended by more than one hundred persons. Seated at the speaker's table were the manufacturers and other old-timers in the industry.

Tom Murray served as toastmaster and soon after dinner was served, he started the program by introducing Harry Drollinger, the first president of the Texas Coin Operated Machine Association. Mr. Drollinger spoke concerning the very first meeting of the Texas operators and expressed his happy surprise to note the growth of the organization. Fisher Brown was presented next, having been the second president of the Association. Earl Reynolds, third and present president of the Association, was then introduced.

Walter Tratsch, president of the Manufacturer's Association, made a very inspiring talk. Mr. Tratsch makes the claim that he is an "old-time" young fellow. He has the viewpoint of modern youth and the experience he has accumulated since entering the industry in 1901.

Leo Kelly complimented Texas very highly and said that the Chicago manufacturers looked upon Texas and the Southwest as a very fertile field, and that Texas surely should lead the way.

Dave Gottlieb explained that the visit to Dallas on this occasion was more like a homecoming to him. He, of course, was a Texan before going to Chicago. He was very generous in his praise of the Lone Star State.

Jimmy Johnson likewise expressed his pleasure at the prospects which were evidenced for continued, profitable associations between the manufacturers and this great section of the country, remarking upon the splendid leadership of President Reynolds. Mr. Johnson, as all the operators know, was the first to bring out the one ball game.

Others who were introduced and made a few remarks were George Maloney of Bally; Jack Keeney, "who told a funny story"; Louis Ginsberg; Dick Hood; Gregg Wellinghoff; John Bachman; Harold Daily; Jimmy Stelle; S. H. Lynch; Dave Crowder, J. W. (Dad) Johnson; O. J. Branch; Jack Rose, of Stewart & McGuire; Mr. Shannon of Houston; and Mr. Miller of Oklahoma City.

The program was concluded by President Reynolds thanking all attending the banquet for their interest as evidenced by their presence and calling attention to an announcement of a meeting of the Association of the music operators to be held on October the 11th.

An interesting floor show was presented by Dallas artists, which was followed by dancing until a late hour.

A partial list of those in attendance follows:

A. C. Hughes, Dallas
J. W. (Dad) Johnson, Fort Worth
A. E. Thornton, Dallas
H. H. Shannon, Houston
C. M. Durham, Texarkana
E. D. Furlow, Dallas
J. W. Smalley, Houston
Eddie Schatz, Jr., Brenham
H. H. Cruse, Houston
W. Peacock, Houston
C. F. Moore, Amarillo
Service Novelty Co., Fort Worth
Dewitt Haley, San Angelo
Pano H. Karr, San Angelo
Eli Hurwitz, Dallas
Joe D. Ray, Dallas
Charlie Leftwich, Dallas
Thos. A. Gober, Jacksonville
C. C. Tucker, Dallas
C. F. Jackson, Seminole, Okla.
Jesse Turner, Seguin
C. C. Van Gilder, Seguin
Roy Hundley, Dallas
O. Weeden, Dallas
Martin R. Chapman, Dallas
S. W. Martin, San Antonio
Pat Newman, San Antonio
Morris Ablon, Dallas
Morris Gottlieb, Dallas
J. H. Lynch, Dallas
T. E. Beck, San Antonio
C. C. Durham, Houston
Lester Burchfield, Dallas
Harvey Mize, Fort Worth
Gene Bybee, Austin
Robert W. Hunter, Dallas
Geo. W. Wrenn, Dallas
W. W. Ackman, Dallas
W. C. Deaigh, Fort Worth
John McGee, Normangee
Hobson J. Cloer, Fort Worth
Ernest R. Walker, Fort Worth
Paul M. Durland, Dallas

J. Fred Barber, Dallas
Geo. A. Berry, Hamlin
G. H. Wellinghoff, Dallas
N. A. Nigro, Fort Worth
John A. Backman, Dallas
R. E. Knight, Uvalde
Ben Walker, Dallas
H. H. Andrews, Jacksonville
D. E. Lattimore, Jacksonville
M. T. Dodd, Malakoff
Dick Warncke, San Antonio
B. F. Wright, Austin
Charlie Thompson, Dallas
Chas. Contello, Dallas
Perry Clements, Dallas
Jack Rose, Dallas
Joe Williams, Dallas
E. H. Burns, Dallas
E. F. Conklin, Houston
Harry H. Turner, Dallas
H. Kalin, Fort Worth
D. Tuck, Fort Worth
Winnie H. Cloer, Fort Worth
Herbert H. Cloer, Fort Worth
Tom Murray, Fort Worth
L. A. Blackwell, Houston
A. C. Woodruff, Gainesville
John M. Senor, Gainesville
Helen Savage, Fort Worth
Harold W. Daily, Houston
J. C. Arthur, Longview
John C. Kramer, Kennedy
A. E. Kolber, Dallas
Lonnie Dewiess, Houston
H. E. Stromberg, Rockport
Howard Horton, Houston
Jimmy Stelle, Houston
Mr. Benton, Houston
Morris Liedeker, Corpus Christi
C. W. Percy, Dallas
M. L. Durham, Corpus Christi
Mr. Durham, Houston
O. J. Branch, Fort Worth

Following manufacturers represented:

Walter Tratsch, A B T Mfg. Co., Chicago

D. Gottlieb, D. Gottlieb & Co., Chicago.

Leo Kelly, Exhibit Supply Co., Chicago

Jack Keeney, J. H. Keeney & Co., Chicago.

J. O. Bates, Pace Mfg. Co., Chicago; Baker, Pace Mfg. Co., Chicago.

Jimmy Johnson, Western Equipment & Supply Co., Chicago.

George Maloney, Bally Mfg. Co., Chicago.

Louis Ginsberg, Genco, Inc., Chicago.

Charlie Snyder, Mills Novelty Co., Chicago

John McMann, H. C. Evans & Co., Chicago; Hook, H. C. Evans & Co., Chicago

Fort Worth Operators Hosts to Chicago Manufacturers

Chicago manufacturers, who came to Texas recently to visit and to attend the meeting of the Texas operators at which Earl Reynolds, Dallas, was host, were invited to visit Fort Worth Frontier Centennial as guests of the Fort Worth operators.

They "took in" Billy Rose's gigantic extravaganza, "Casa Manana" and gave the covered wagons drawn by burros a rush at the conclusion of the show.

There were a number of other out-of-town visitors in attendance besides the visitors from The Windy City.

Those in attendance were: Walter Tratsch, A. B. T. Mfg. Co., Chicago; Leo Kelly, Exhibit Supply Co., Chicago; Dave Gottlieb, D. Gottlieb & Co., Chicago; M. Gottlieb, National Sales and Distributing Co., Dallas; Jack Keeney, J. H. Keeney & Co., Chicago; Jimmy Johnson, Western Equipment & Supply Co., Chicago; Louis Ginsberg, Genco, Inc., Chicago; Jack Rose, Stewart and McGuire, Chicago; S. H. Lynch, Electro-Ball Co., Dallas; E. D. Furlow, Electro-Ball Co., Dallas, Mr. and Mrs. Earl E. Reynolds, E. Reynolds Co., Dallas; John Bachman, Sec. Texas Operators' Ass'n., Dallas; Mrs. John Bachman, Dallas; Jimmy Stelle, Stelle & Horton, Houston; H. H. Horton, Stelle & Horton, Houston; and others. Unfortunately, this list is not entirely complete.

The Fort Worth delegation was headed by H. J. Cloer, president of the Fort Worth local Association. Other Fort Worthers attending were: Mr. and Mrs. Ernest Walker, Jack Walker, Mrs. H. J. Cloer, Sam Frankrich, Leslie Frankrich, Jack Frankrich, Mr. and Mrs. Harvey Mize, Mr. and Mrs. W. C. Deaigh, J. W. (Dad) Johnson, Arthur Lee Moore, Mr. and Mrs. Tom Murray, Miss Helen Savage, N. Nigro, Jack Maloney, Harry Hooser, O. J. Branch and others.

NEWS ABOUT OPERATORS

Pete Kerr, who is operating in East Texas, was at his home in Fort Worth this week. Mr. Kerr was kind enough to make a report to the AUTOMATIC WORLD while obtaining some other information. He states that his business the past several months has been very good.

Mr. and Mrs. Dewitt Haley, operator from San Angelo, Texas, were visitors to the Texas Centennial, Dallas, during the week of September the 26th. Mr. Haley is operating in West Texas. He reported that he lost some equipment during the flood at San Angelo recently. He came to Dallas to attend the state meeting of operators.

Pano H. Karr, West Texas opertor who also lives in San Angelo, had some losses during the flood. But you can't hold these operators down, they will go to conventions just the same!

Eddie Schatz, Brenham operator, was seen enjoying himself as usual, during the Dallas meeting.

J. W. (Dad) Johnson, operator from Fort Worth, was present with that pleasant smile, during the Earl Reynolds get-to-gether.

S. H. Llynch, president of Electro-Ball Co., Dallas, was on duty as usual, doing his part towards seeing that everybody was happy.

Morris Gottlieb had a nice show in Room 421 for his many friends after the banquet.

Miss Helen Savage, Automatic Amusement Company, Fort Worth, was kept busy greeting her many friends who were in attendance at the banquet.

Robert W. Hunter, in charge of the South Coast Amusement Company's office in Dallas, was stepping about the convention floor.

Morris Ablon of the M. and E. Novelty Company, Dallas, was one of those who enjoyed himself at the dance.

Yes, Pat Newman, of San Antonio Novelty Company, was on hand as usual, and a real guy!

Sales-Letter Promotion of New Locations . . .

By H. R. Simpson

SALES letters employed by coin machine operators seeking additional locations are used in two principal ways.

(1) As a "barrage," preparatory to an over-the-top personal drive, in which personal calls are made on all prospects, already approached with sales letters.

In military strategy, the purpose of a barrage is to destroy obstacles, and eliminate much resistance. Sales letters are employed by operators in the same way.

Suppose that Bill White, coin machine operator, has a prospect list of 450. All sorts of locations are on it—barber shops, stores, pool halls, restaurants, garages, and others.

Bill is a good salesman. He knows from experience, however, that calling on a prospect "cold" automatically means a great deal of resistance to be, on the average, overcome. We refer to the resistance which any stranger has to overcome when he approaches a business man. Now, well-written sales letters will help to correct this. They can tell things about Bill White, so that when he calls the prospect will know something about him, perhaps in many cases will even be favorably disposed. A few dollars spent on a mailing will, perhaps, double the results of a fortnight of personal calls on prospects.

It isn't difficult to get up an effective letter.

Bill White has some special letterheads printed, and these feature a half tone of him on the left side, with his name underneath. The letterhead announces, "Bill White, The Coin Machine Specialist Who Makes Money For You." There is other promotional copy—Twenty Years in the Business—Hundreds of Satisfied Locations—Bank References.

Bill has this letter multigraphed, so that the name and address of prospect can be filled in, along with a salutation, which runs, "Dear Mr. Jones." The copy will be something like this, perhaps—

Steady income for you the year round—without a penny of investment!

I have just added to my line one of the nicest things in merchandise machines that I ever saw. Just out, it is going like wild-fire in eastern cities. It is going to make some mighty nice money for a selected group of locatons in Lincoln County. I am going to call on you in a few days, to explain my proposition to you.

Meanwhile, as a favor to me, I wish you would look me up—call the First National Bank, also telephone Jim Marshall, or Edward Boehm, or Morton Brothers. Ask them if Bill White is all right!

Yours for some mighty easy money,

BILL WHITE.

The names given are well known business men with whom Bill White has had dealings for a long time. They will say a good word for Bill, if a letter-recipient should enquire.

When Bill White sends 400 or so of these letters to a prospect list, total cost to him, including postage, is about 5c each. The barrage principle, demonstrated by these letters, will demolish a tremendous amount of sales resistance. That new purchase of merchandise machines which Bill White wishes to place will be lined up in short order, as, systematically, he starts making personal calls. Of course, he will continue until the whole list is covered—with one machine entirely placed, he'll begin to line up another.

Instead of a letter, the sales missive can be a post card. Suppose a heading like this is used—

"I'M GIVING YOU A CHANCE TO MAKE A LOT OF MONEY —WITHOUT SPENDING A CENT!"

The operator continues, "Within a few days, I am going to call on you, to explain one of the best propositions you ever listened to. I am the merchandise machine specialist of this section. I've had years of experience. I know what will make money for you, and what will make money for me. And I have the machine—something new, modern, that is making a great hit with the public.

"See you soon!"

The post card has the fac-simile signature—done on the mimeograph —of the operator.

Clever variation of the post card idea is cartoon treatment. The message reads, for example, "Slim will call on you in a few days!" There is other material bout Slim, and the vending machine line he represents.

Sketched on the card—printed with a stencil, of course— is Slim, an angular person calculated to excite the risibilities of the most hardened location prospect.

(2) **Sales letters may be used, with return cards, to secure definite leads.**

The operator develops for his territory a complete list of location prospects. The word "complete" is, of course, approximate in its meaning. What will be complete to one operator may be very deficient to another. The prospect list of a weighing machine operator will, naturally, be different from that of a merchandise machine specialist.

The complete list is prepared, and the operator embarks on a policy of monthly sales-letters. He cannot, as with the barrage principle, attempt for each of the letters to have a personal follow-up. Perhaps, he will figure to cover his prospect list, in person, two or three times a year. However, sales letters will go out every month.

These sales letters will be accompanied by return post cards, or coupon forms, which ask the operator to call with further information.

There is infinite variety in sales letters which can be used on a year-round plan. For example, here is one which, getting interest of the recipient with a good lead, goes on to "sell" the idea of coin machines.

"This is an age of specialists. You are a specialist in your business; hence, you are making a success of it.

"We are specialists in the automatic vending of merchandise.

"The vending machine business has made enormous strides in the past few years. There have come wonderful improvements in attractive designs. The purpose, of course, is to appeal to the public, and we

(Continued on Page 15)

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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THE NATIONAL MAGAZINE OF THE COIN MACHINE INDUSTRY

WHAT HAVE WE TO BE THANKFUL FOR?

By FRED E. KUNKEL

Many may eat on Thanksgiving Day, but few will think of "What have I to be thankful for?"

As individuals we should be thankful for good health, a home, a family, clothes, plenty to eat and drink, numerous friends, lots of ideas and the ability to dream and live in the realm of the imagination; that we are still in our right minds (and are not insane); that we can see (and are not blind) all the beautiful things of creation, whether of tree or grass or flower, land and field, lake and river, woods and mountains; that we can hear the words of others, the song of birds, the croon of insects, the whispers of the universe.

We should be thankful for good health (for only those who have been or are sick can appreciate what health means); for a robust body which will carry us through the remaining years to a fine old age; for a good appetite so that when the turkey arrives on the table, nicely browned, stuffed to perfection, with oozing brown gravy, and all the spicy trimmings, we are ready and eager to enjoy it.

We should be thankful for friends—father and mother if still living—for children if we have any. And if we have neither, but still have friends—good loyal friends, we are rich indeed and have much still to be thankful for.

We should be thankful for a roof over our heads, and that the rent or taxes are paid.

We should be thankful for peace, that no wars stalk in our land, offering up our dear ones, relatives and friends as human targets to be slaughtered in cold blood or maimed for life.

We should be thankful that we live in the U.S.A., a country teeming with opportunities; thankful that we are citizens of the State and its organized society which makes living WITHOUT FEAR possible.

We should be thankful for the fruits and labors of our ancestors who made us what we are today, for the things our contemporaries have given us; thankful for the freedom of religion and liberty, and the opportunity to develop the BEST that is in us; thankful for the advances of medicine which have freed us from the evils of plagues and which cure sickness and carve out the ills of the flesh; thankful for the many advances of civilization and for the dissemination of knowledge and useful information.

We should be thankful that we have learned to live—in service, knowing that the biggest asset a man has whether in business or in pleasure, at home or at recreation, in sickness or in health, it is better to SERVE than to be served, for if we serve well our reward will be found in loyal and faithful friends, who will remember our smiles and encouragement, the helping hand we extend them, and from the wells of gratitude in their hearts shed a tear at our passing.

AS BUSINESS MEN

We should be thankful for having a business which still provides a comfortable living, without too much worry; thankful for having lived to maturity and to have been able to accomplish something, however small, in building up a business, to give work to somebody, to give food and warmth through employment to one who perhaps has a large family.

We should be thankful because in these days we can join a trade association, meet with men who have just the same problems as ours; who have confidence in us, will talk to us; will plan with us in one united effort to help others see the light of better days, better business, better comradeship, rather than standing alone and frequently running amuck on the high seas of business piracy.

We should be thankful for the strong character of state and national associations, our true friends, ever willing to take up the cudgels in our behalf, who have eyes and ears alert to prevent trespassing on our inalienable rights; disseminators of important information and useful knowledge, and sponsors of good fellowship.

We should be thankful that we have a business that carries with it dignity and which has as its aim the satisfaction of some human want—a necessary place in the business world which someone must fill.

We should be thankful that in order to build business successfully we have learned certain incontrovertible truths and principles which we must first believe and practice if the other fellow is to become our business friend and ally.

We should be thankful that we still have many business friends who, when we pass on, will wish our families left behind us, everything that will contribute to their happiness.

THANKSGIVING AND THANKFULNESS

And so in the hurry and bustle of a busy business life, we know it is well worth while to dedicate the day of Thanksgiving to a summing up of the positive things on life's ledger—letting the negative things ride for an other day (for New Year resolutions).

While these may not be tangible assets and some of them may not even be exchangeable for cash, they are nevertheless realities that cannot be purchased for money but which are the assets of sterling business character, and have much to do with the satisfaction we get out of our business, out of life and living.

And to no man can come a greater blessing on Thanksgiving Day than this—that he has something to be thankful for, and that he is not selfish or prudish as an individual or as a business man.

Thankfulness is one of the greatest attributes which can be acquired by human beings, and one of the biggest factors in a nation's stability.

Thanksgiving Day and Thankfulness! A day to offer up a prayer of thankfulness that we still have health and happiness, enough of the necessities or even luxuries of life, so that "God's in his Heaven, all's right with the World."

MUSIC MACHINE OPERATORS ASSOCIATION EMPHASIZES TWO POINTS

Two facts stand out prominently as a result of the recent meeting of music machine operators at Dallas.

One is the benefits flowing from co-operation and team-work among members of an industry. The music machine operators' organization is not nearly as strong in numbers as it should be. It should have, at least, twice as many members as it now has, perhaps three or four times as many. With larger membership and increased funds with which to carry on, it could accomplish far more during the coming year.

And yet, with meager funds and not a very large membership, the Association has saved its members several times its cost in actual money, besides the helpful spirit of co-operation it has engendered among its membership.

And then, there is another lesson to be learned from this music machine organization. That is, the soundness and stability of the merchandising coin machine industry, as well as amusements. It seems to us, when we contemplate the immense field open to vending machines, that this branch of the industry is just in its infancy. Anyway, it is worth the thoughtful consideration of any man interested in the operation of coin machines. At that we are not disparaging other branches of coin machine operation, for they also offer great possibilities to the man who operates them in a business-like way.

By the way, the success of the music machine association is very encouraging to the members of the Texas Coin Machine Operators Association, some operators being members of both organizations.

—o—

WOULD POSTAL LAWS PROTECT SELLER BY MAIL?

An advertiser in AUTOMATIC WORLD has raised the question if it would be a violation of the postal laws if a person ordered a piece of merchandise by mail, promising to send his check on receipt of the goods, and then failed to pay as promised.

The question was submitted to local postal officials with the statement that occasionally orders are sent where the sender does not know the price of the article wanted and writes the dealer or distributor to send it and promises to pay on receipt of bill.

It was the opinion of those consulted that if it could be shown that such orders were to defraud the seller, charges of misuse of the mails could be sustained. Some distributors complain of being imposed upon occasionally, and if this interpretation of the postal laws is sustained, it will go a long way in protecting them in filling small orders.

SALES-LETTER PROMOTION OF NEW LOCATIONS

(Continued from Page 13)

now have machines which are phenomenally successful in getting the public's pennies and nickels for merchandise of quality.

"We have made a survey of locations in our city which can, with profit, add merchandise machines. You are on our list, based on careful study.

"We would be happy to call on you and explain to you in detail how, working with us, you can secure real income of consequence, every week in the year, without a cent of investment.

"We want to explain to you how you can actually add to the attractiveness of your present premises by having our beautiful modern equipment.

"We want to show you figures on other concerns in your trade who have worked with us for a long time, definite proof of the great merits of our plan.

"A call by our expert representative will be without cost to you. Will you sign and return the post card at once?"

An operator got up a very effective letter which was headed, "What They Say About My Money-Making Machines!"

Below, in order, there appeared eight or ten testimonials. Yes, the technique will be exactly that of patent medicine advertising!

Says one location, "Business was slow, and the offer of machines on an attractive basis interested me at once. I said to myself that I couldn't possibly lose.

"Well, from the very first week, those machines not only brought me in several dollars of velvet, but they attracted customers, and my regular sales went up. I have dealt with the ———Company for five years now, and have found them uniformly courteous and upright."

Along with this, the operator sent a return card which read, "Yes, I am interested in your proposition. Call and explain to me how coin machines will add regularly to my income." There were blanks for the prospect's signature, also a blank to indicate the most convenient time for a call.

It doesn't cost a coin machine operator very much to use sales letters. The moment he establishes the policy, he sets himself upon a pedestal, as it were—for most operators don't use them yet. The printed material, arriving through the mails, constantly advertises the operator, and makes him well-known. It is mighty easy to build up locations with the plan.

There are a number of things which, in sales letters, the operator should constantly emphasize.

One is the income to the location, without any investment. The second is reports made by pleased locations. The third is the handsome and modern machines which the operator furnishes. The fourth is the operator's reputation and reliability—his long experience, if he has such.

Photo-offset is a process available for sales letters in many of the larger cities. The operator can clip the illustration of a handsome new machine, and paste it on a layout, along with typewriting, and other clipped material. The photo-offset shop makes a plate, and prints, illustrations and all. The cost is very reasonable. Operators should look into this process.

Add sales letters to your promotion plans—you can't lose!

Removing the Difficulty

Pat had a great weakness for whiskey, and the parish priest had been trying to reform him.

"Pat Murphy," he said one day, "the next drop of spirit you drink will probably turn you into a mouse."

"What!" gasped Pat. "Do ye mean that if Oi touch even a small one Oi'll turn into a mouse?"

"Quite possibly," sad the Father, trying hard to suppress a smile.

Pat at once put his hat and made for the door.

"Ah," said the other happily, "so you are going off at once to sign the pledge, are you?"

"No fear," cried Pat. "Oi'm going home to drown the cat."

UNITED NOVELTY COMPANY OPENS JACKSON OFFICE

Word received from Mr. John J. Bertucci of the United Novelty Company, 510 West Howard Avenue, Biloxi, Mississipi, advises that Mr. W. F. Demings, a new comer in the business, has been placed in charge of their Jackson office, located at 407 West Capitol Street.

Mr. Bertucci is an old hand at the game, having established his business in 1918. His company, United Novelty, is distributor in Mississippi for Paces Races, and various other lines of coin-operated machines. They also distribute Permo-Point needles and carry a complete line of Wurlitzer automatic phonographs.

This company gives the operators good service and cooperates with them in every possible way. They extend a hearty invitation to all visiting in their state to call upon them at either plant, in Biloxi or Jackson.

Pretty Client—When I describe my husband's conduct on the witness stand, shall I expose everything?

Lawyer—No. Your knees will be sufficient, I think.

M. J. LOCKWOOD WEDS MISS JOHNSON

Ben D. Palastrant, associate of M. J. Lockwood in the Supreme Amusement Company of New England, Inc., Boston, Massachusetts, advises that M. J., treasurer, said that he was making so much money selling Wurlitzer phonographs and Skee Balls that it was necessary for him to get someone to help spend the money. Mr. Lockwood was married to Miss Helen C. Johnson of Providence, Rhode Island, on September the 26th.

Congratulations and best wishes!

AMERICAN NICKELOID MAILS ATTRACTIVE FOLDER

Copy of an attractive folder entitled, "The Key to More Sales and Bigger Profits" displaying a metal key against a red and black background, was received in this office recently. A well prepared mailing piece which should result in many new sales for American Nickeloid Company, Peru, Illinois.

SUPREME AMUSEMENT COMPANY OF N. E. OPENS IN BOSTON

Mr. M. J. Lockwood, for the past three years district manager for the Rudolph Wurlitzer Manufacturing Company, recently resigned his position with the Wurlitzer Company to form the Supreme Amusement Company of New England, Inc. with Mr. Benjamin D. Palastrant.

Mr. Palastrant is president of the new company, and Mr. Lockwood is treasurer. This concern opened a fine display room and warehouse at 1254 Washington Street in Boston, Massachusetts.

Mr. Lockwood advises that they are New England distributors for Wurlitzer Skee Ball and carry a complete line of Wurlitzer phonographs on display and ready for immediate shipment from their Boston office. This company recently placed an order for its sixth carload of Wurlitzer phonographs, after having been in operation only thirty days. Nice going!

Just about now it would be a good idea to add a storm cellar to that castle in Spain.

WURLITZER SKEE-BALL
ON DISPLAY AT OUR JACKSON OFFICE
We Can Make SHIPMENT IMMEDIATELY
Complete Line of . . .
WURLITZER PHONOGRAPHS
SHOWING MODELS
P-400,
412,
312.
We are Distributors for the World's Greatest COIN MACHINE . . .
PACES RACES
Order Your Machines and Parts From an Authorized Distributor
Also Distributors for PERMO POINT NEEDLES
UNITED NOVELTY CO.
510 WEST HOWARD AVE., BILOXI, MISS.
407 WEST CAPITOL ST., JACKSON, MISS.
MISSISSIPPI OPERATORS

Excel Recalls Old Times Says Al Douglis

Al S. Douglis, president of the Daval Manufacturing Company, Chicago, who is manufacturing the two greatest counter games in the history of the industry, Reel "21" and Daval's Races, and who spent sometime in Texas this past summer visiting with Mr. S. H. Lynch and Ed. Furlow of Electro Ball Company, Inc., his distributors in the Southwest, reports that his new pin game, Excel, is actually bringing back old times again.

Mr. Douglis claims that this is the first pin game in years that has brought a flood of carload orders.

He recalls that he discussed the game, while it was still in the process of being manufactured at his factory, with Mr. Lynch when visiting him in Dallas and that Mr. Lynch agreed with him the game was certain to be successful because it followed the play of Reel "21" and the further fact that it would follow after this great counter game into many locations where the players would by then have been acquainted with the play of "21".

"Excel," Mr. Douglis says, "is one pin game that is already earning greater profits than any table made. It even exceeds the earnings on the Daddy of all games, Reel "21", for with the players so well acquainted with the action of Reel "21" everywhere in the country, and now that they get the opportunity of skillfully shooting the balls into any holes they desire, and 'holding' and continuing as they see fit, this added attraction is exceeding in player appeal any pin game that has been introduced in years.

"The time I spent throughout the South and Southwest convinced me that there were many cities where a game of '21' like Excel with the same fascinating play as Reel '21' would be certain to bring greater profits for the operators than any other pin game in history.

"This is now proving to be a true fact. Operators everywhere tell us that the profits they are getting from Excel are the greatest they have ever earned.

"I am sure that the many Texans I have met, and those who wont even give up Penny Pack at this time and operate this marvelous counter game right on the same spot with Reel "21" and Races are going to earn big profit from Excel, even tho it isn't a pay table, for it brings the players a unique kind of pin game play and is as fast as any table made with even greater thrills in every shot of the balls.

"What's more—I'm sure that Mr. Lynch of Electro Ball Company, Inc., whom I believe to be one the most intelligent distributors in the country, as well as one of the most conservative, will agree with me that Excel will outdo many other types of games on location for it really bring 'interest-play-action' where formerly just shooting of the ball has been the rule.

"The players throughout the Southwest want action for their coin. I don't blame them at all. They were the reason for our producing Excel. While there I noticed that though action was the big demand of the players, captivating and interesting play were just as important and that '21' action didn't require an automatic payoff feature. The storekeepers were certainly happy with with the results of Reel "21" and the earning reports certainly prove this fact.

"Excel is recalling old times everywhere and I am sure it will do its greatest job for the operators in the South and the Southwest for the game is speedy, full of action and offers a play with which everyone of the players in this part of the country are thoroughly familiar."

BANTAM CAR POPULAR

Butler, Pa.—Sept. Orders for 16,-233 American Bantam automobiles have been received since the 1937 models were announced to dealers on September 15, by the American Bantam Car Company, Butler, Pa., according to R. S. Evans, president. These orders are sufficient to keep the plant on a 24-hour production schedule for four months, Evans stated.

"We anticipated initial orders not to exceed 10,000 cars," said Mr. Evans, "but this total of more than 50 per cent more orders in less than two weeks will force us to step up production far beyond our anticipation. We feel that this is indicative of the public acceptance of a small car selling in the $300 price class which can be economically operated, but which has the stamina and smartness of much higher priced autos."

The orders were received from dealers in 31 states, and Canada, and from companies which will export them to 57 foreign countries, Mr. Evans said. Export orders total 2,-780 cars.

Performance claims for the car include the fact that it will run 45 to 50 miles on a gallon of gasoline, will run 30,000 to 40,00 miles on a

A
POWER HOUSE
for PROFITS

ONLY $9.95 1-3 Deposit Bal. C.O.D.

7 DAYS FREE TRIAL

Eye appeal, plus player appeal . . . that's Spinaround. All the thrill and allure of the old time turkey raffle wheel. Cabinet about the size of a large cigar box . . . in 8 dazzling colors.

A straight nickel player. The dial spins after brand selection is made. If dial stops with pointer at brand selected, player wins a pack of cigarettes. BLUE RIBBON SECTION PAYS ONE PACK REGARDLESS OF SELECTION. The additional lure of the Blue Ribbon increases play. Payout averages 58%.

Slug-proof . . . cheat-proof . . . fool-proof . . . unqualifiedly guaranteed. Note the Free Trial Offer. Order quick and get ahead of your competition. (Register, 2 back doors and 2 locks, $2.00 extra).

STAR SALES CO.
3901-09 WAYNE AVENUE
KANSAS CITY, MO.

single set of tires, costs less than 3-4c per mile for gasoline, oil and tires, and has a speed in excess of 60 miles an hour.

The American Bantam Car Company was organized last summer and took over the plant of the former American Austin Car Company in Butler.

Mr. Evans is the largest independent automobile distributor in the United States.

Harry A. Miller, vice president of the company in charge of engineering, is a famous designer of racing motors, whose Miller special engines have powered the winning cars for nine consecutive years in the 500-mile Indianapolis races. His motors were in the first eight cars to finish at Indianapolis last Memorial Day.

Thomas L. Hibbard, vice president in charge of design, has, in the last 20 years, designed bodies for some of the highest priced American and European cars, including Rolls Royce, Packard and Renault. He also has designed bodies for the leading light cars in Europe.

The company's plant at Butler covers nearly 15 acres and has been modernized by the new concern to meet the standards of present-day motor car building, according to Mr. Evans. He said that the plant will build its own engines, chassis and bodies.

Two truck models, a commercial car, three styles of private automobiles and a sport speedster are included in the company's 1937 models.

USED SPECIALS

Sunshine Derby	$40.00
Jumbo	30.00
Baffle Ball	20.00
De Luxe	22.50
Trojan	25.00
Stampede	12.50
Hialeah (Mystery Pay)	57.50
Challenger	80.00
Multiple	70.00
Bonus	45.00
Peerless	47.50
Sunshine Baseball	70.00
Pamco Parlay (Bally Mechanism)	40.00
Keeney's Grand Slam	42.50
Sockit	12.50
All Stars	70.00
Bally Derby	60.00
Bally Natural	50.00
Credit	60.00
Evans Rou-Lette	50.00
Thoro-Bred Race Horse Machine	250.00
Keeney's Bowlette	195.00
Bally Roll	150.00
Monopolee	45.00
Sandy's Horses	10.00
Punchette	5.00
Double Score	39.50
Repeater	22.50
Pace Bantam Penny Scale	15.00
Ideal Small Model Scale	15.00
Top Row	35.00
Velvet	75.00
Pinch Hitter	50.00
Palooka	50.00
Reliance Dice Games (5c)	45.00

We stock complete line of new tables and phonographs, and slot machines. We have the new Rock-Ola Rhythm King.

SANTONE
Coin Machine Co.
1524 MAIN AVENUE
SAN ANTONIO, TEXAS

INCREASE IN NOVELTY GAME DEMAND

A steadily increasing demand for novelty or non-payout pin games is reported by Ray Moloney, president of Bally Manufacturing Company.

"Although payout and ticket games continue to be our leaders," Ray stated, "the demand for 'Lights-Out' is increasing by leaps and bounds. Operators tell us that many dormant locations are again turning in worthwhile collections on this clever table."

'Lights-Out' features a new idea which requires the player to put lights out, instead of lighting them up. Odds change on every game and awards are based on the number of balls played, the fewer the balls higher the award.

DEVICE FOR BROKEN CHAINS OFFERED

An ingenious device for repairing broken chains has been patented. It has been proven by actual test that it will last twice as long and cost one quarter less than anything else on the market. It absolutely will not gouge holes or injure the tires in any way. It requires only a second to repair a broken chain.

It is not only annoying to have a broken chain beat holes in a fender but it is dangerous. The chain may come off and wrap around the brake drum and lock the wheel. Again there is the loss of chains which is expensive.

This item may not run into a great deal of money for the individual car owner but think what it amounts to where great fleets of trucks and busses are operated. A sample of Link-Lox is offered free by the International Manufacturing Company, 712 Beacon Street, Boston, Mass.

The saddest story of the month was about the too-observant fellow who remarked to his girl: "Your stockings seem rather wrinkled."

"You brute!" exclaimed the girl, "I have no stockings on."

HYDRO-DEGREASER REQUIRES NO HEAT OR STEAM FOR USE

Developed for removing heavy accumulations of oil and grease from airplane engines and parts, the "Hydro-Degreaser" has been found particularly adapted for economical operation in large industrial plants, jewelry manufacturers and screw machine works. It has no toxic vapors and requires no heat or steam for its use. The Gunk solvent compound used as the cleaning medium in the "Hydro-Degreaser" has a powerful affinity for waxes and buffing compounds and will remove the last trace of them without injury to aluminum, magnesium, or other soft metals.

Oil-coated and greasy metal parts may be effectively degreased by cold immersion in a "gunk" solution contained in one department of the "Hydro-Degreaser. After soaking for a few minutes, the parts are then removed from the "gunk" bath to a rinse section of the "Hydro-degreaser" where they are sluiced off with a water hose, which quickly emulsifies the treated grease, leaving a perfectly clean, dry surface without oily film.

If necessary, air line agitation is used to create turbulence of the solvent bath. This reduces the time necessary for emulsion to only a minute or two.

The rinse section of the "Hydro-Degreaser" is connected directly to the sewer drain and carries off the dissolved oils and greases in a safe emulsion form, the tank being self-cleaning and the process continuous.

The makers claim that the "Hydro-Degreaser" entirely eliminates costly steam or gas heat, and the "gunk" solution has the safety feature of being non-corrosive to the skin, requiring no special protection.

In respect to fire hazard, the solution is rated as a safety solvent by the Underwriters Laboratories. The users report that the solution lasts indefinitely, and that the only additions necessary are made to cover the "drag out" loss. A sludge sediment valve keeps the bath clean at all times.

It is said that the solution is unusually successful in cleaning aluminum castings and other soft metals of buffing compounds and waxes.

Free plans for the construction of the "Hydro-Degreaser" cold immersion cleaning tank—may be obtained from the manufacturers of "gunk" —the Curran Corp., Malden, Mass.

Profits IN EVERY TYPE OF LOCATION

WURLITZER SIMPLEX

MAKES BIG MONEY

in Every Type of Location

SODA PARLORS AND DRUG STORES

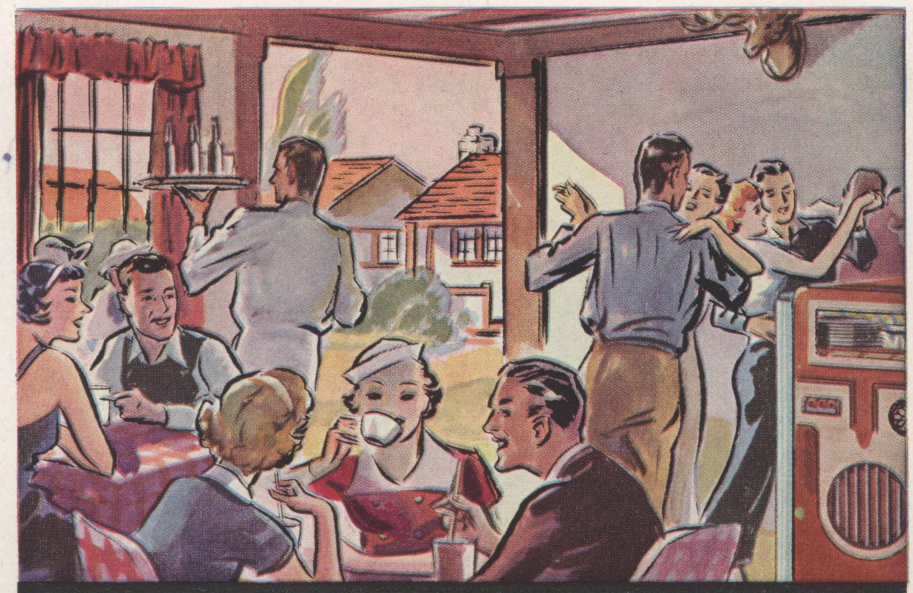
HOTELS

EVERY location—anywhere—dedicated to the purpose of housing, feeding, entertaining or serving the people offers a wide open opportunity for a Wurlitzer-Simplex operator to literally coin money. The handsome and impressive appearance of this beautiful instrument makes it the center of attention in any location. The beauty and richness of its music assures almost continuous play. Everyone wants to listen to it, sing to it, dance to it—and willingly they pay.

Make a list of the prospective businesses in your territory that you know could profitably install a Wurlitzer-Simplex Automatic Phonograph. You'll be amazed at the number. Make a comparison of all the automatic phonographs on the market. You'll be easily and quickly convinced that the Wurlitzer-Simplex tops them all in looks—in tone—in ability to get and hold all types of big-pay locations. Then write, wire or phone for details. THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

. . . RESTAURANTS AND TAVERNS

CLUBS



TOURIST CAMPS AND ROADSIDE SPOTS

Sold

ONLY

TO

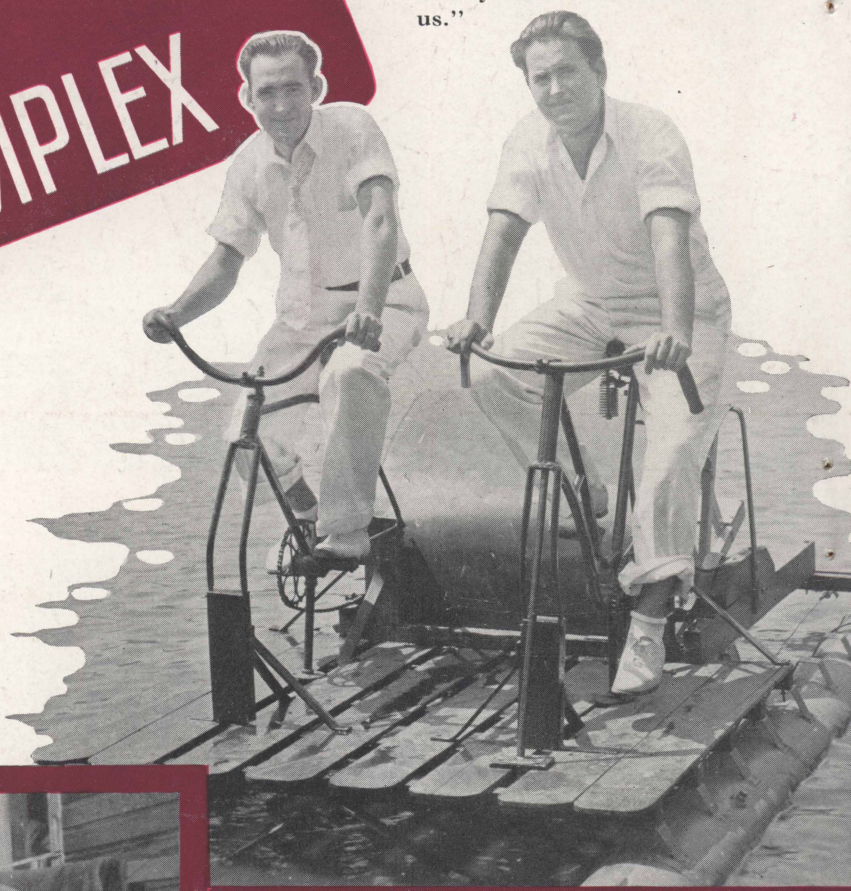
OPERATORS

★ ★ ★

BILLIARD AND POOL PARLORS, BOWLING ALLEYS

OPERATORS CLEANING UP IN ALL KINDS OF LOCATIONS *with* WURLITZER-SIMPLEX

Below: Left to right, Bill and George Rowland, St. Louis, Mo., on their sea-cycle. They say:
"Wurlitzer-Simplex has all competition backed right off the map. It has proved the prime money maker of them all for us."



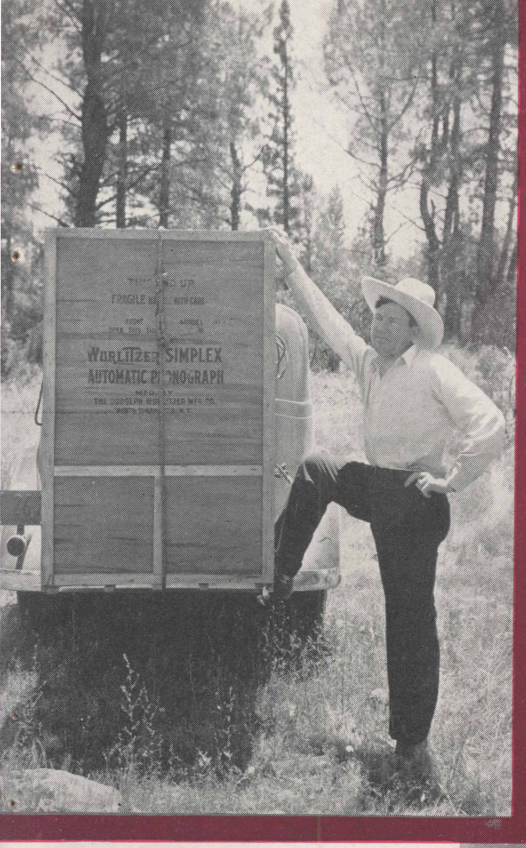
In every kind of location, Wurlitzer-Simplex Automatic Phonographs are pulling the crowds—pouring profits into operators' pockets. Read here what enthusiastic Wurlitzer-Simplex Operators say.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

Above: Joe Saglimbeni, Geneva, N. Y., (standing at left) knows how to bag the bunnies and birds as well as good locations. Joe says:
"I let them look at and listen to a Wurlitzer-Simplex. That's all it takes to sign 'em up—and, once in, a Simplex always stays put."

Right: President Frerichs (at bat) and General Manager Grotewiel of the Arrow Novelty Co., St. Louis, Wurlitzer-Simplex Operators. They say:
"The beauty and tone of the Simplex have scored tremendous hits in our territory. No other instrument can approach Simplex earning power."

***Sold only to* OPERATORS**



Left: R. W. Miller, Nevada City, Calif., operates more Simplex machines in mountain resorts, mining and lumber camps than any other Golden State operator. He says:
"I've had 'em standing in two feet of snow and out under the broiling sun. Under the severest weather, all a Wurlitzer needs is someone to drop money in it to make the music go round and round."

Below: A. W. Witalis, Triangle Music Co., Youngstown and Cleveland, Ohio, says:
"Wurlitzer - Simplex Phonographs have proven satisfactory to us in every way."

Below: Carlo Sarno, (right) Springfield, Mass. Operator, with a couple of friends. Says Carlo:
"My hat is off to the Wurlitzer-Simplex for its beauty, its tone and its ability to make real money for me."

Above: Frank Koehler, Portland, Oregon, Simplex Operator and President of the Oregon Operators Assn., says:
"I operate Wurlitzers 100% because they give that percentage of satisfaction wherever installed."
Truer words were never spoken, Frank!

Right: J. Clinton Brotemarkle, Aurora Specialty Co., Cambridge, Maryland, Mrs. Brotemarkle, Serviceman Victor MacSorley, "Jiggs" and Nancy Ellen Brotemarkle. Mr. Brotemarkle has built four houses with his Simplex profits and plans still more. Says he:
"In 3 years Simplex phonographs have been 'Tops' in our territory. We see nothing in the field to disturb this position."

DIRECTIONS
1ST—PRESS RED BUTTON TO CANCEL PREVIOUS SELECTION
2ND—SELECT PROGRAM ONE OR MORE NUMBER
3RD—INSERT ONE OR MORE COINS
WURLITZER SIMPLEX MULTI-SELECTOR

LINE UP THE BEST LOCATIONS WITH THE

1936 WURLITZER-SIMPLEX

Rush on for Exhibit Space at Coin Machine Show

The rush for exhibit space at the 1937 Coin Machine Convention is on.

Floor plans and contract forms have been mailed to all 1936 Show exhibitors, and to a number of other prospective exhibitors, all of whom have until October 30 to file their request for space prior to the initial allotment.

The demand for space this year is expected to exceed even that of last year's exhibition, at which every available inch of display space was sold and many prospective exhibitors were unable to show their products.

Any who desire to exhibit at the 1937 Convention and have not received the announcement and contract forms should write or wire immediately to NACOMM, 120 South LaSalle street, Chicago. All space assignments will be made directly under the supervision of the Convention Committee of NACOMM, of which N. Marshall Seeburg is chairman. All correspondence concerning the Exhibition should be directed to NACOMM at the above address.

Joe Huber is Convention Director, and as usual the slogan is "Bigger and Better Than Ever." Together with the committee, Joe is planning several changes which will make next year's show even more interesting and valuable to operators, jobbers and distributors than any of the successful shows in the past.

For example, operators, jobbers and distributors will be supplied with forms for advance registration, which they may send in to NACOMM. This advance registration will entitle them without charge to a season badge when they arrive at the show. All who do not make an advance registration, and all persons not connected with the industry will be required to pay an admission fee to get into the show. This new feature will greatly reduce the number of curiosity seekers who in the past have crowded the exhibits and made it difficult for actual buyers to inspect carefully the products on display.

Full details of this new plan will be announced shortly.

DAVE GOTTLIEB REPORTS ON TEXAS OPS CONVENTION

Chicago.—Dave Gottlieb of D. Gottlieb & Co., returned to Chicago after attending the convention of the Texas operators. He said that the number of operators in attendance at the sessions at the Jefferson hotel was a surprise to other manufacturers as well as himself.

"I had intended to see quite a number of operators," said Dave, "but when such a great number turned out I was surprised; but, I was gratified to know that Texas is so coin-machine minded."

The operators, jobbers and distributors were guests of D. Gottlieb & Co. in a suite of rooms at the hotel after the convention and the banquet. The banquet was one of the most elaborate ever attended by Dave. After the banquet the activity in the Gottlieb suite was evident until the wee hours of the following morning.

The manufacturers visited the Texas Centennial and were guests of Dick Hood and Johnny McMahon at the Centennial Club of the Streets of Paris, where they were royally entertained. The Fort Worth Association entertained the manufacturers at the Frontier Celebration and they reviewed the magnificent super production of Billy Rose's "Casa Manana."

Dave had a complete line of Gottlieb games on display at the Jefferson Hotel and every game was given an enthusiastic reception by the operators. The orders received by Dave personally will necessitate carload shipments into Texas for some time.

"The Texas Association," said Dave, "has proved to the manufacturers that they are one of the strongest associations in the industry. I am a former Texan and I am glad to say that I am proud of the operators' association in Texas."

"So you were shocked when you found out what Charlie's real intentions toward you were?"

"Yes, the dirty so-and-so intended to reform me."

BARREL "O" WINNERS

1440 Hole Thick Style --- Form 4075

Takes In $144.00

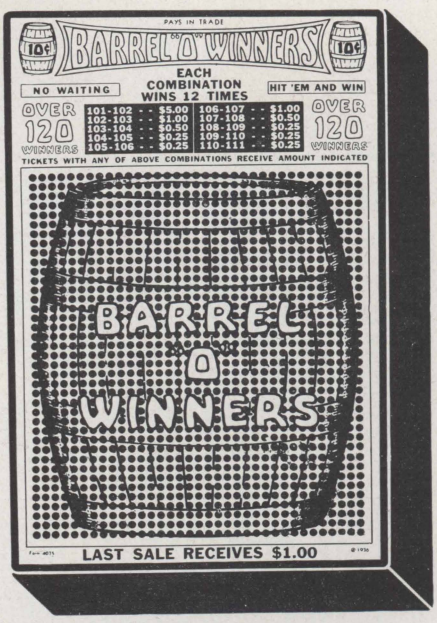
Pays Out $112.00

Write for Our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320-32 Harvard Avenue CHICAGO, U.S.A.



Wurlitzer Gives Go-Ahead on Big Skee-Ball Production

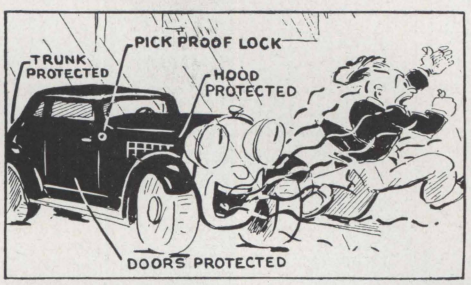
Satisfied that the Wurlitzer Skee-Ball measures up to the high standards set for all Wurlitzer products, Vice President Homer E. Capehart has given the go-ahead that started the giant Wurlitzer plant humming at top speed. Working 24 hours a day, Wurlitzer is now in a position to promise deliveries to operators everywhere. Says Mr. Capehart, "We are confident that no other bowling device on the market can compare with Wurlitzer Skee-Ball, either from a standpoint of play appeal, eye appeal, substantial construction or mechanical perfection—so confident that we frankly tell operators in our advertising to compare all makes against our Skee Ball. We feel that an honest comparison from an operator viewpoint, who looks, or should look, at any bowling game from an investment standpoint will always swing the verdict to the Wurlitzer Skee-Ball."

Indicative of the tremendous activity at the Wurlitzer plant in North Tonawanda is the following list of recent visitors to the factory: C. C. Johnson, Dreid Johnson, Coin Automatic Co., Flint, Mich.; Albert Navickas, Briston, Conn.; Jos. Armour, Huber Music Co., Chicago, Ill.; Eugene Cottrell and R. L. Sanders of Troy, N. Y.; Jack Price, Utah Products Co., New York, N. Y.; C. F. Guenther and Eugene Griffin, Aireola Co., Cleveland, Ohio; A. W. Witalis, Triangle Music Co., Cleveland, Ohio; Bernard Brugger, Casino Amusement Co., Asbury Park, N. J.; Mr. and Mrs. Jos. Greene, Julian Greene and Arnold Greene of Hub Automatic Co., Boston and Baltimore; Harry L. Wolcher, Western Dist. Inc., Seattle, Wash.

Also Al Gilbert, Gilbert Amusement Company, Chicago, Ill.; F. A. Blalock, F. A. B. Amusement Company, Pensacola, Fla.; C. C. Johnson and Paul Johnson of Coin Automatic Music Company, Flint, Mich.; Charles Bates, Musical Services, Wheeling, West Va.; A. J. Laliverte, Automatic Coin Machine Corp., Springfield, Mass.; Jack Cisenfeld, General Amusement Co., Washington, D. C.; Lawrence Cunnick, Winfield Amusement Co., Buffalo, N. Y.; J. A. Darwin, New York, N. Y.; S. T. Cass, Syracuse, N. Y.; Robert Bleekman, Chicago, Ill.; Mr. and Mrs. Henry L. Bletzer of Associated Novelty Co., Baltimore, Md.; Max L. Goldberg, Baltimore, Md.; Irving Sommers and Nat Cohen of Modern Vending Machine Co., New York, N. Y.; Art E. Satherley, Brunswick Record, New York, N. Y.

Additional visitors were R. G. Kugel, Organ Supply Corp., Erie, Pa.; H. Bernard, Kentucky State Amusement Co., Louisville, Ky.; M. Pardue, Pardue Novelty Co., Norfolk, Va.; Jos. T. Elum, Massillon Novelty Co., Massillon, Ohio; A. A. Bradt, Frontier Novelty Co., Niagara Falls, N. Y.; Chas. C. King, Williamsville, N. Y.; Jubert Malouf, Niagara Falls, N. Y.; Tom W. Cowell and Miss Betty Blossey of Cowell Amusement Co., Erie, Pa.; Jack Herman, Elmira, N. Y.; Harry Axelrod, Buffalo, N. Y.; Kenneth Miglicie, Emporium Pa.; Donald Payne and Jos Rich, Medina, N. Y.; E. A. Gard, Maple Leaf Sales, Hamilton, Ontario; C. L. Carr, Frontier Novelty Co., Niagara Falls, N. Y.; O. P. Smith, Utah Products Co., Chicago, Ill.; B. R. Haynes, Haynes Electric Co., Watkins Glen, N. Y.; M. J. Grehlinger, North Tonawanda, N. Y.; F. A. Van De Walker, Kenmore, N. Y.

COIN MACHINE OPERATORS! STOP THAT THIEF!



That is after your equipment

The AUTO-MATIC ALARM SYSTEM is an electrical burglar alarm installed on your car or truck in which you carry expensive coin machines.

When an attempt is made to enter such equipped vehicle, a loud police siren is set off and cannot be stopped, even by closing the door.

It can only be silenced by the operator who carries a special cylinder key fitted to an ACE pick-proof lock.

Write for FREE BOOKLET to

AUTO-MATIC ALARM SYSTEM

1344 S. Michigan Ave., CHICAGO, ILLINOIS

AUTOMOTIVE TEST TESTED AND APPROVED ATLA LABORATORIES

IDEAL NOVELTY APPOINTED DAVAL DISTRIBUTOR IN MISSOURI

Mr. Al Douglis of the Daval Manufacturing Company, Chicago, recently visited the offices of the Ideal Novelty Company, 1518 Market Street, Saint Louis, and appointed this firm as their Missouri distributors of the new Daval counter games.

Mr. Carl F. Trippe of the Ideal advises that these games will be operated and sold through their offices in Saint Louis Missouri; Mount Vernon, Illinois; Springfield, Missouri; Vincennes, Indiana; and Newport, Arkansas.

The reputation this firm has of giving prompt and efficient service will be an added inducement to their friends to secure their machines through one of their offices.

OPEN HOUSE SHOWING WURLITZER PRODUCTS

Over five hundred operators in New England attended the recent Open House and showing of Wurlitzer products at the Copley Square Hotel, Boston. M. J. Lockwood and B. D. Palastrant of the Supreme Amusement Company of New England, Inc., 1254 Washington Street, Boston, newly appointed Wurlitzer Skee Ball distributors for New England and B. L. Kulick, New England manager for Wurlitzer Company acted as hosts at this affair, and had on display a complete line of Wurlitzer Phonographs and Skee Balls which they are handling in this territory.

There was considerable interest shown in these products by the operators, and substantial orders were taken for immediate delivery. Judging by the orders and the interest displayed, Wurlitzer will be in an enviable position in this territory. Also in attendance from the factory were Mr. Paul Bennett, manager of the games division of Rudolph Wurlitzer Manufacturing Company; Mr. Wm. P. Bolles, credit manager; and Mr. J. A. McIlhenny.

TWO NEW AUTOMATIC PAYOUTS

By GOTTLIEB

Makers of the Finest Payout Tables

DERBY DAY

Also Pays Off for FOURTH Place!

Seven of the world's greatest horses, winners of every famous derby, lined up ready to give all the thrills and excitement of a real DERBY DAY! Odds up to 40-1. Pays off on Win, Place, Show and FOURTH. The original horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. Mystery Single Coin Slot or Multiple Slot optional. Put your money on the winner . . . DERBY DAY!

$149.50

Ticket Game, **$10.00** extra. Check Separator, no extra charge. D.C. Adaptopak, **$5.00** extra. Electropak equipped (batteries optional).

Equipped with new A.B.T. No. 400 slot.

SEE THESE SUPER FEATURES ON BOTH GAMES

★ **MYSTERY** Single Coin Slot. The feature that made Daily Races the sensation of the year.

★ **AWARDS** Mechanically Adjustable. Invisible mechanical adjustment controlled in light-up rack.

★ **IN-A-DRAWER** Mechanism. Simple construction — all parts easily accessible.

SEE THESE SUPER FEATURES ON BOTH GAMES

★ **ESCALATOR** A.B.T. or Gottlieb Belt Type optional.

★ **MOTOR DRIVEN** Payout Units. Accurate, Jam-proof, smooth action payout units.

★ **MAMMOTH** Cabinet, 54" x 26." Beautiful design—rigidly constructed by expert craftsmen.

HIT PARADE

Baseball At Its Best

A line-up of baseball stars at bat to pay odds as high as 40-to-1 for Home Run, 20-1 for Triple, 16-1 for Double and 12-1 for Single. The baseball game that gives 28 opportunities to win. HIT PARADE has everything to attract and hold play, plus handsome profits to the operator. Mystery Single Coin Slot or Multiple Slot optional. Make your locations show champion earnings with HIT PARADE!

$149.50

Ticket Game, **$10.00** extra. Check Separator, no extra charge. D.C. Adaptopak, **$5.00** extra. Electropak equipped (batteries optional).

Equipped with new A.B.T. No. 400 slot.

D. GOTTLIEB & CO.

2736-42 N. Paulina St.
CHICAGO, ILLINOIS

DAILY RACES STILL GOING STRONG

How Would You Do It?

By Ernest W. Fair

Editors Note—Readers are urged to submit questions or problems similar to that presented below to Mr. Fair in care of this publication. He will then present these problems to leading coin machine operators for their solutions, the most interesting of which will be presented in these columns.

This Month's Problem

"What can you do about a quarrelsome location owner; the kind who always has something to complain about yet whom you do not want to aggravate because he has too valuable a spot for you to risk losing to a competitor. The particular individual I have in mind is particularly insistent about instant service and larger and larger splits. How can I handle this fellow?"

The Answers

Number One—"I have just one bit of advice; and it has worked for me time and again.

"Help him to make more profits!

"Plan all of your relations with these type of people so that they can make more profits through your machines than they could make with any competitor's machines. Take lots of care in picking the right machines for his location so that you'll have fewer and fewer duds or low-profit makers.

"I remember one individual of this type whom we've made a lasting friend by such tactics; and we've even gone out to his spot and stood by the machine all day long, talking to players that visited his store. finding out what kind and type of machines this group of men liked to play best."—R.C.B.

Number Two—"I've always figured that it was most unprofitable to pamper customers. I endeavor to sell such an idea to those customers; I make them understand that just like themselves, I also am a business man and have to operate under business practices and principles.

"If it's a 'split' complaint I bring out my record books and show them the taxes I have to pay, the overhead of my business and other factors and show them just how much actual NET profit I am making. I point out that while their split is all NET profit to them my own share is GROSS profit and far from what it appears to be.

"Presenting this point to the average business man is about all you need to secure better understanding with him."—J.W.

Number Three—"Personally we've cut all of these cranks off our records. Crank location owners can just about ruin all of the profits you can make. That is why I believe that these are just the fellows to leave to your competitors, even if they make you money.

"The location owner who is satisfied with a fair profit is the individual who week after week brings you trouble free profits, is the man you want on your lists. The expenses of maintaining such trouble-free location owners make it possible for you to profitably handle them because while their gross returns are smaller the net profit is much larger than in the other group."—L.W.G.

Number Four—"We developed a little scheme which we suggested to these location owners who were continually complaining or hollering for a larger split.

"We simply explained to the individual that we would rent or lease him machines and permit him to take the entire profit from the machine, if he preferred to deal with us in that way.

"Some of them tried it—and while it wasn't such a bad plan for us and we would have liked to see it work out further—most of them preferred the old arrangements."—C.E.S.

Number Five — "Perhaps you'll think I'm plugging for some one but let me suggest that there is one sure way for you to always have the finest and best locations and have them with a minimum amount of trouble—one way to make sure that none of your location owners will never be wanting to swap to a competitive operator.

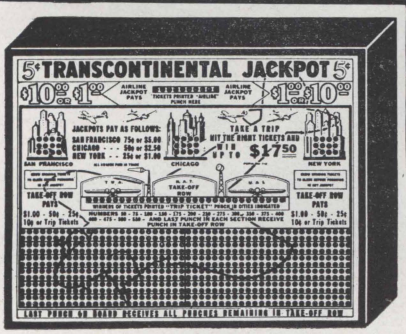
"That can be presented in a short sentence—always have the latest and best machines!

"Players want to see the new machines—they are always attracted to them—if you have them the location owner wants you in his store!"—F.R.G.

Tongue Twister

Tongue twisters have always been amusing, but we have one that we guarantee will send any party goofy. All that is needed is a few drinks and the most amazing things will result from attempting to master the following: A skunk sat on a stump. The skunk thunk the stump stunk and the stump thunk the skunk stunk. —Jester.

TRANSCONTINENTAL JACKPOT



A HARLICH JUMBO BOARD

BLAZING A TRAIL OF PROFITS FROM COAST TO COAST

No. 712 **600 HOLES**

Progressive Jackpot feature permits players punching "Trip Tickets" to punch in from 1 to 4 Jackpots with possibility of winning up to $17.50.

Takes in.....$30.00
Average Payout..... 12.38

Average Gross Profit.....$17.62

Price $2.81 Each, Plus 10% Tax.

Price includes easels and 4 fraud-proof tickets.

HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO - - - ILLINOIS

TWO GOTTLIEB TOP-NOTCHERS

COLLEGE FOOTBALL

GRIDIRON THRILLS IN A PAYOUT

Here is College Football in all its pep and spirit represented by the seven sectional champions, performing in a new thrilling football payout. Soldiers' Field in Chicago, scene of many a championship gridiron battle, provides the colorful background of the playing field. 28 winning opportunities. Touchdown pays out as high as 40-1. 20-1 may be paid for a Field Goal. A Safety pays as much as 16-1 and a Place Kick up tc 12-1. Cash in on COLLEGE FOOTBALL popularity—order today!

$149.50

Ticket Game, $10.00 Extra
Check Separator, no Charge
D.C. Adaptopak, $5.00 Extra
Electropak equipped (batteries optional)
Equipped with New A.B.T. No. 400 Slot

$149.50

Ticket Game, $10.00 Extra.
Check Separator, No Charge.
D.C. Adaptopak, $5.00 Extra.
Electropak equipped (batteries optional)
Equipped with New A.B.T. No. 400 Slot.

HIGH CARD

The Payout for all Card Fans

DEAL yourself and your locations a winning game! HIGH CARD will prove to be your ace in the hole for profits. A game for card fans—for everyone! Players "go" for HIGH CARD because it gives them 28 chances to win—a game of real fascination. Odds as high as 40-1 for Spades, 20-1 for Hearts, 16-1 for Clubs and 12-1 for Diamonds. HIGH CARD has the most elaborate playing board ever offered—striking scenes of Monte Carlo activity in 12 beautiful colors. What a Royal Flush is to Poker . . . HIGH CARD is to One Ball Automatic Payouts. Be sure to order yours today!

- MYSTERY SINGLE OR MULTIPLE COIN SLOT OPTIONAL
- AWARDS MECHANICALLY ADJUSTABLE
- IN-A-DRAWER MECHANISM
- BEAUTIFUL MAMMOTH CABINET 54 x 26 IN.
- ESCALATOR A.B.T. OR GOTTLIEB BELT TYPE OPTIONAL
- MOTOR DRIVEN PAYOUT UNIT

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO, ILL.

"Preakness" Is Newest Bally One-Shot

Awards For Win, Place, Show and Also Fourth Place

"Race-track thrills, plus!" is the way Jim Buckley, general sales manager of Bally Manufacturing Company, sums up "Preakness", Bally's newest 1-shot Changing Odds Payout game. "By that," Jim explained, "I mean that 'Preakness' not only pays awards on Win, Place and Show, but also on Fourth Place. Our location tests prove that this extra opportunity to win results in unusually heavy play. Repeat play in particular is greatly stimulated by the fact that the player never knows when the 'Selections-and-Odds' Indicator will give him 28 winning pockets to shoot at."

"For example, when the coin is deposited one or more 'Selections' flash up on the Light-up Back Board. Each 'Selection' represents a winning number on the play-field. If only one number lights up, player can win only by shooting ball in a pocket with that number—in one of the four sections designated Win, Place, Show or Purse. But quite frequently two, three or four numbers will light up; then all of these numbers are winners. And it is possible for all seven 'horses' to light up on a single coin, giving player the entire board to shoot at—Win, Place, Show or Purse on any one of seven 'selections'—and a total of 28 winners!"

"Preakness' is said to have the greatest flash that has appeared on the market in recent years. The Back Board in particular is designed for maximum eye-appeal. It is higher than the usual Back Board—14 inches high, in fact—and features realistic illustrations of seven famous champions of the track. Special paint is used to give brilliance to the Back Board when the lights are flashing; and the commutator is arranged to provide for a second or two of dazzling flash, while the various "selections" and "odds" flash on and off, skipping all over the Back Board in a riot of animated color. This "flash period" is also said to build up suspense, as the player waits anxiously to see what he has to shoot at. Odds range from 2-to-1 up to a 40-to-1 top; and big winners are said to appear often enough to keep interest at a high pitch.

Discussing the new machine, Jim Buckley stressed the high grade constructions. "It's Bally Quality throughout," Jim declared, "and experienced operators know that's their best insurance of maximum profits. The massive 54 inch by 26 inch cabinet is sturdily constructed and completely protected. New spring-action is featured on the board, the design of which speeds up the play by clearly differentiating between the various groups, such as Win, Place, Show and 4th Place. Of course, we use the famous Rocketype Payout Unit, which has now been used on some 75,000 machines during the past two to three years. Other profit-protecting features include the new A. B. T. No. 400 Coin Chute, the original Bally 12-Coin Escalator, and In-a-Drawer Mechanism that is really 'in a drawer' with all parts right up in front."

"Sample shipments on Preakness were begun prior to our anouncement in order to get the trade's reaction. The response to the machine has been so enthusiastic that we are immediately swinging into full volume production. We expect 'Preakness' to be another unusually long-run mchine like 'Jumbo' and it's my prediction that it will still be one of our current machines when the January Show rolls around."

PHONOGRAPH OPERATORS

The VELVETONE is an improved 2000-play needle. It gives you better tone, longer wear, and greater record life.

L. E. TURNER

1228 Park Row Bldg.

NEW YORK, N. Y.

RECOVERY OF WORLD TRADE

The general recovery of world trade was indicated by the Leipzig Fair this Fall. During August, the Fair month, Germany reached its peak of exports for the entire year. The Fair attracted exhibitors and buyers from no less than seventy-four countries and exhibits from sixteen of the leading producing nations. One half of the visitors have attended twenty previous Fairs. The exhibits occupied upwards of 1,000,000 square feet of floor space and were more numerous and varied than last year. The Building Congress held during the Fair proved a noticeable feature. The newest building products were displayed and demonstrated, inaugurating Germany's plan for erecting 5,000,000 rural homes. The exhibits of the new synthetic products attracted much attention. The Fair, which has been held for 700 years, is a dependable barometer of world trade conditions.

DOALL ETCHING PENCIL PLACED ON MARKET

A new "electric pencil" known as the Doall Etcher has just been placed on the market by Continental Machine Specialties, Inc., of Minneapolis, Minnesota.

Writing on steel, with the electric pencil, is a process of arc welding, in which the tip of the pencil vibrates to permit the miniature arc to be interrupted and produce the etching effect.

In the Doall etcher an entirely new principle is used to accomplish the vibration of the point of the pencil. A special coil in the pencil is attached directly on to the writing point. The point is made of pure tungsten to resist heat and wear.

The pencil is operated from the transformer built into the Company's Doall sawing, filing, and polishing machine. The principal function of this transformer is to weld or braze the precision metal cutting band saws used in the machine. The brazing transformer is especially suited to the requirements of the electric pencil, because it has low voltage and high amperage; the current being regulated with a 3-"heat" switch, shown in the lower illustration. Thus any desired degree of intensity for the etching arc may be attained.

The Doall Etching Pencil is furnished with Doall machines. The slogan "Takes the job right through" is borne out to completion with the addition of this new product. This machine tool now not only fabricates a piece from a roughing out to final polish, but marks the piece for identification.

There's no sensation like finding the evening paper all together.

A.M.A. of IOWA

By R. W. MERRIAM

The last regular meeting of the A. M. A. of Iowa was held Tuesday evening, September 15th. Even though it poured rain, a nice group was present and much interest was shown in the activities of the association. Labels for members' machines had arrived and all those present took enough for their machines. Hereafter each member will receive a membership number and this number can be used on their labels for the purpose of identification by their members of the association. This is a new plan in this territory and will help members when seeking locations. It is the plan of the association to instigate a campaign among the merchants to favor operators belonging to the association.

At a recent meeting it was voted that all members whose dues were in arrears could be reinstated by paying from the first of June, 1936. There should be a large number who will take advantage of this offer. It was also voted that new members might join without paying the initiation fee and by paying dues from June 1st. We are looking forward to having many old members reinstated and many new members come in during this offer, which expires December 1st.

There was considerable discussion in regard to whether the association should sponsor a license for operators. The opinion was about 50-50, and it is hoped that operators throughout the state will write the Secretary and express their views on this matter as it is for their interest and the association wants to be guided by their wishes.

The association plans to take its meetings to the operators during the coming winter. Meetings will be held in several parts of the state, the first one at Davenport, Iowa, Friday, October 23rd at the Black Hawk Hotel. It is hoped that every operator in the Eastern part of the state will avail himself of the opportunity offered by this meeting. Mr. C. G. Scholle of that city is making arrangements for entertainment and speakers, and to date, about 100 reservations have been received.

EXHIBIT PAYOUTS AROUSE INTEREST

"Has anyone seen Kelly?"—Yes, they have, down in Texas, where he attended the State meeting of Texas operators in Dallas recently, showing the new one-ball automatic creations by Exhibit Supply Company, including Giant Movie Bank and Trap Lite.

He reported a rousing enthusiasm shown by operators and distributors who witnessed the initial showing of these new sensations. The response, he said, indicates a busy season ahead for the production department in filling the orders already placed with Mr. Kelly and orders anticipated from other sections of the country.

The Giant Movie Bank is described as not merely a novelty game. It is entirely automatic, combining the same thrilling beano and bank night features which are enjoyed by millions of movie fans every night. There are odds of 2 to 40 on regular plays and a chance for the self-accumulating bank pot which may reach a total of $42.00.

Many new features have been added, Kelly says, and nothing has been overlooked to make the game an outstanding sensation with both operators and players for the Fall and Winter months.

Exhibit's Trap Lite is another genuinely new innovation in a fast one-ball automatic pay table. It is said to introduce some entirely new and different playing features, with an ingenious yet simple arrangement of light-up indicators of odds, payoffs, etc. The play is fast and fascinating, full of high tension, lingering suspense on a large playing area.

Reports from distributors throughout the country indicate that Trap Lite has all the earmarks of a pace setter in the payout field.

Gag

A Los Angeles car owner was having his eye's tested for a driver's license. Pointing to a chart on the wall, the examining officer asked the man to identify the things he saw.

"What is in the large circle in the center?" he asked.

"That is the figure 18," the man replied.

"Wrong," said the officer, "That is a picture of Mae West talking to Katherine Hepburn."

—Princeton Tiger.

the Luxury that Women Love
HOTEL PRESIDENT
The little things that do so much to make one feel at home are especially evident at Hotel President. Close to all the finest theatres and shops. Splendid food in the Coffee Shop or Walnut Room. Prices most moderate.
PERCY TYRRELL
Managing Director
450 ROOMS WITH BATH from $2.
GARAGE DIRECTLY OPPOSITE ENTRANCE
KANSAS CITY
BALTIMORE at 14th STREET
JUST OUT OF THE NOISE ZONE

STAR MFG. CO. MARKETS NEW SPINAROUND

Eye appeal, plus player appeal—that's Spinaround, the new 5c cigarette counter machine manufactured by the Star Mfg. Company, Kansas City, Mo. A. E. Sandhaus President, seems to have the knack of knowing the pulse of players and operators as his new machine appears to have the right tempo.

Millions of dollars are spent annually for cigarette advertising to get the user to ask for specific brands. Spinaround capitalizes on this by having the player pick his brand before play is begun. Selector is locked when dial spins. If the dial stops with pointer on the selected name, the player wins a pack of his choice . . .otherwise no win, with one exception.

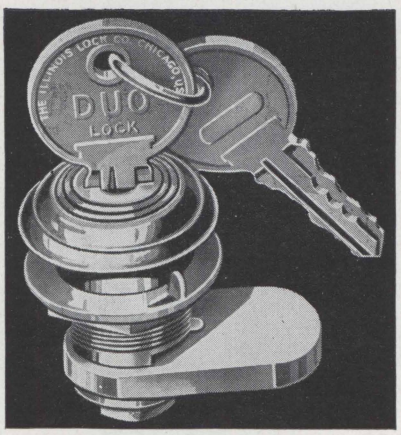
As a special come-on, a narrow strip on the dial is marked "Blue Ribbon". If dial stops with pointer at "Blue Ribbon", player gets a pack of his favorite cigarettes, no matter what brand he "selected".

Payout averages about 57 per cent, making Spinaround especially attractive to both players and operators.

The manufacturer claims that Spinaround is as near fool-proof as a coin operated machine can be. It is slug-proof as Spinaround has a visible coin chute showing the last two coins played. Ball-point, anti-tilt detector prevents attempted cheating. Mechanism is of highest quality, and unqualifiedly guaranteed.

The cabinet is particularly attractive. Selected, clear birch is used as its beautiful grain makes Spinaround stand out in any company. Modernistic decorations as well as full-size illustrations of packages, enhance the appearance of the cabinet which is about the size of a large cigar box. Brightly colored spin-dial, set over an attractively designed face card, and covered with crystal glass, make of Spinaround "a thing of beauty" and an ornament for any counter. Cabinet and face card were designed by a nationally-known artist-designer.

A feature of Spinaround is the guarantee attached to it . . . 7-day trial with money back if operator is not entirely satisfied.



FOR GREATER PROTECTION SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The ILLINOIS LOCK Company
737 W. JACKSON BLVD., CHICAGO, ILL.

GOTTLIEB LATEST GAME IS COLLEGE FOOTBALL

Chicago, Oct. 3: D. Gottlieb & Co. have anounced that they are ready to offer their latest payout game for immediate delivery. College Football depicts seven of the section champions of last year. Minnesota in the Big Ten, Southern Methodist University in the Southwest, Stanford in the Pacific Coast, Princeton in the East, Louisiana State in the South, Nebraska in the Big Six and Notre Dame as the free lance champ.

The action takes place on a colorfully decorated playing field illustrating a football gridiron, with two teams in action. The background is designed after Soldier's Field in Chicago where some of the greatest championship football games are held.

Insertion of a coin in the Gottlieb Mystery Single Coin Slot will give the player from one to seven teams and a set of odds. Each team has four chances to win and when all seven teams are flashed on the light-up rack the player has 28 chances to win. A Tounchdown pays odds as high as 40 to 1. A Field Goal as high as 20 to 1. A Safety pays out up to 16 to 1 and a Place Kick as high as 12 to 1.

College Football was first introduced to the trade at the Texas Operators' Convention at Dallas last week. Orders taken by Dave Gottlieb are evidence that College Football will be seen and played on many Texas locations within a very short time.

The same popular features that have made Derby Day, High Card and Hit Parades favorites wherever they are placed, are all available in College Football. Mystery Single Coin Slot or Multiple Coin Slot are optional. Gottlieb's "In-A-Drawer" mechanism makes all parts easily accessible. Awards are mechanically adjustable by means of an invisible control in the light-up rack. A beautiful game in a massive 54" x 26" cabinet, College Football has as standard equipment the new A. B. T. 8 coin visible escalator and the Gottlieb Motor Driven Payout Unit.

With the football season just getting under way, Dave Gottlieb suggests that all operators take advantage of this football build-up and place their orders right away.

News From the Office F. C. Ewing Co.

Recent visitors in the office of the F. C. Ewing Company were:

Mr. and Mrs. T. L. Stevens, Mr. and Mrs. R. H. Poor of Trent, Texas, visiting the Frontier Show and buying supplies.

Mr. and Mrs. S. L. Duckett of Graham, Texas. Mrs. Duckett is a live wire lady operator.

Mr. Eugene Curry of Wichita Falls, buying merchandise.

N. L. Garner of Jacksboro, Texas.

Y. C. Myers of the Nortex Novelty Company of Commerce, Texas.

L. E. Montgomery of Waco, Texas, telling of the high water that was in Waco recently. He states his peanut machines got a good bath during the time.

C. R. Vickers of Port Arthur, Texas, stopped in on his way to points in Oklahoma.

Skeet Noret of Lamesa, Texas, buying merchandise for his vending machines.

J. G. Siddons of Paradise, Texas.

WE'LL EAT OUR HAT IF . . .

Yes, Operators, We Will Chew Up and Swallow One Chapeau

if the new Mills Tycoon doesn't make you 25% more money than the first model Mills Tycoon which by universal agreement is conceded to be the greatest table money-maker in your lifetime. No strings attached! We'll swallow the whole hat, then the band, the bow, the sweat band, and all that goes with it. We make this offer not because we like to eat hats—we don't —but because

NEW TYCOON

A Miracle of Earning Power "The Fastest Thing on Four Legs"

We Know

you will agree with us just as soon as you set up one of those brisk, clean-cut, perfect operating NEW Tycoons. Think! Here's the table that has turned in earnings up to $50, $70, even $90 in a single day. Now you get it COMPLETELY REDESIGNED, an entirely new Tycoon, and it ought to be easy for this new baby to best the old model by at least 50%!

The Tycoon Chute has been improved and perfected to meet every bit of traffic that is directed at this spot. Powerful though the flow of coins be, it will stand up, perform its duty nobly, and if need be accept $40 in nickels PER HOUR when the play gets really heavy!

The scavenger key left with the location eliminates the service call formerly necessitated by a badly damaged coin being inserted. The open front door allows operator instant access to all seven coin tracks, making it easy to keep inside coin channels in tip top working order at all times.

Please realize, gentlemen, Tycoon is the ONLY PROVEN TABLE on the market with coin chute having *seven individual en-*

trances, the only simple and practical type of selector to be used in a seven play one-shot payout. It is entirely automatic, so simple that a bird could understand it, and so appealing that everybody wants to play it and never let go! And those seven slots can sure accommodate a lot of people!

New $1.50 Top

Top reward on New Tycoon is now $1.50 instead of $1.00, giving the boys a great deal more to shoot at, yet challenging the skill of shark and greenhorn alike without being soft for one or impossible for the other. Tycoon is A REAL SKILL TABLE. Very definitely the force of your shot determines what the reward will be. This is why Tycoon is operating in every skill territory and is running uninterruptedly where many other types of tables are out of the picture.

10 Day Complete Trial

Try the NEW Tycoon for 10 days. If you don't want to keep it for any reason, send it back shipping charges prepaid and we'll refund your money in full. You risk nothing—you have everything to gain.

Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

Printed in U.S.A.

Universal Offers Improved Hollywood Rifle Range

After eighteen months of designing, experimenting and location testing, the Universal Manufacturing Corporation, builders of magnetic relays, timing devices, and electrical controls, have started mass production of Improved Hollywood Electric Eye Rifle Range. The Hollywood which uses the photo electric cell or "electric ray" principle has proved to be an all time big money maker, because it capitalizes upon the universal desire of men, women and children to shoot a rifle plus the fascination of the electric ray, according to the makers.

Location tests made by Universal officials have proved that operators can easily write off their entire investment in a surprisingly short period of time. Because of the tremendous reception given the Hollywood Electric Eye Rifle Range, the Universal Mfg. Corp. is making operators what is said to be one of the most daring offers any manufacturer has ever made. The first machine ordered by operators is accompanied by a trial bond which allows the purchaser the privilege of returning the Hollywood after five days of operation. Universal not only agrees to refund the purchase price but freight charges both ways.

Commenting on the Free Trial Bond, Jack Pullman, Universal Sales Manager, stated: "Operators of today,—business men who have survived the past depression—know everything that glitters is not gold. Many manufacturers eager to get immediate business, have made exaggerated claims for their product which could not be substantiated. The manufacturer has the privilege of trying out samples of raw materials before buying. If this product is perfected mechanically and it will back up the claims made for it, why shouldn't the makers give operators the same privileges?"

"We are willing to let operators try out Hollywood Electric Eye Rifle Range without risking one cent because we know it will make real profits and give trouble free operation. Although the Hollywood could have been in production a year ago, Universal had held to its policy of "Be first or last, but first of all, be right".

The Hollywood Electric Eye Rifle Range consists of a sturdy cabinet of the latest modernistic design of unrivaled beauty, a rifle cabinet and a precision built rifle of standard design.

Like all successful games the Hollywood is simple in operation. When the player inserts a coin in the rifle cabinet, the bull's eye is lighted and ducks begin moving across a life like outdoor scene in an arc. After the player has hit the bull's eye, which is automatically recorded in the lighted totalizer as many ducks are dropped as possible with the ten shots given with each coin.

The exclusive bull's eye feature varies the shooting, making the game more fascinating and at the same time offers the operator an ideal pay out feature in open territories.

When fired the rifle ejects a powerful beam of light which is even more accurate than bullets, according to Universal Engineers. A realistic "bang" is heard each time the trigger is pulled.

The Hollywood can be easily operated in Drug Stores and other "small space locations". It requires but three feet by ten feet of floor space.

Because of the enthusiastic reception given the Hollywood by leading operators and distributors at a "preview" held recently, Universal executives realized that an outstanding production man of national prominence would be needed to direct the precision, in line, mass production of the Hollywood Electric Eye Rifle Range. Such a man was found in Mr. J. G. Blaha, who has joined the organization as factory superintendent. Mr. Blaha, a graduate of the University of Illinois School of Engineering, was formerly general superintendent of the immense Grisby Grunow plants from their infancy until a peak production was reached of 6,500 sets daily.

The Engineering and testing Laboratories of the concern are under the direction of Mr. Frank Smardo.

Mr. Smardo, who holds degrees in Radio Engineering and Mechanical Engineering from the Armour Institute of Technology, has held many important engineering positions including: Chief Engineer of the American Radio Laboratories and Western Electric Experimental Laboratories.

Production of the Hollywood Electric Eye Rifle Range has been placed on a three shift schedule. Immediate large quantity shipments can be made to distributors and operators.

KEENEY'S BOWLETTE REVIVES INTEREST IN AMUSEMENT GAMES

Keeney's Bowlette has been so tremendously popular with all types of players on location that many operators report greater than ever interest in coin operated devices. Bowlette has had such a tremendous country-wide distribution that players everywhere are familiar with the game, its play and the amusement to be derived from it.

It is because of the instantaneous player acceptance of Bowlette that this game has kept three of the Keeney factories going night and day at maximum capacity. Jack Keeney's man, Becker, repors that for the operator's convenience a new 10 ft. edition of Bowlette is now available with the only change being the shortening of the alley. "The House that Jack Built," the J. H. Keeney and Company has done one of the finest engineering jobs the industry has ever seen in the mechanical and electrical construction of Bowlette. Oprators, therefore, have found this bowling game to be absolutely dependable from every standpoint.

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

ELECTRICAL PRODUCTS MARKETS EPCO

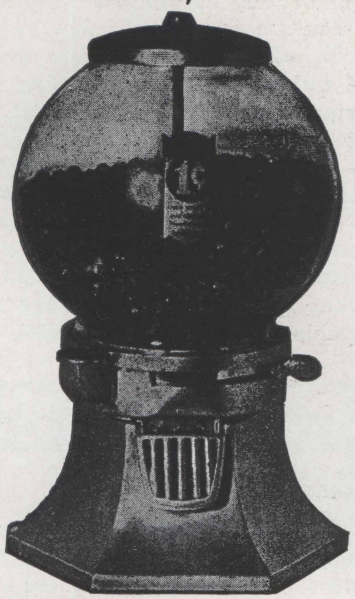
Word received from Electrical Products Co., advises that although on the market less than 30 days, the Epco Fuse Eliminator has sky-rocketed to immediate success. This little device fills a long needed want on the part of the operators. The fuse eliminator was made purposely to save the operator from unnecessary trouble and expense caused by "blown" fuses in his games. Before this device was introduced, a game was out of order if a fuse "blew" until the operator came to install a new one. With the Epco Fuse Eliminator old fashioned fuses have been made unnecessary in the event of an overload in the electric circuit, a contact in the center opens and breaks the electric circuit until reset. This slight adjustment may be made by the location owner with the aid of a toothpick or small match in just a few seconds. The Epco Fuse Eliminator never needs replacing.

The Epco Fuse Eliminator is constructed of the best of Thermostatic metal about 2 inches long inserted in an insulation material about 2 inches long, 1-2 inches wide and 1 inch deep. A spring in the center which is controlled by the Thermostatic metal is the circuit breaker. Instead of melting or being deteriorated, this spring merely pops out of place until reset.

Operators report that this small and inexpensive device have already paid for itself over and over again. Many claim that just one Epco Fuse Eliminator will save them from $7.00 to $15.00 per game a year.

Many manufacturers are already equipping their games with this unique, money saving device. Operators may quickly install the Epco Fuse Eliminator in their games in just a few minutes. It is available through jobbers and distributors of the coin machine trade everywhere.

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio

WESTERN'S REEL RACES GOING STRONG

The tremendous response which greeted the recent introduction of the Western Equipment & Supply Company's latest counter game production, "Reel Races," has not been short-lived as is sometimes characteristic of new automatic devices that are not fundamentally and basically profit-makers.

Instead, as in the case of "Reel Races," the sudden flurry of orders has not died, but constantly and with normality the acceptance of this amusement machine has risen to a high peak in sales volume, substantiating beyond doubt its concrete value. Thus, Western Equipment and Supply Company have again scored, adding to their already full list of successful amusement creations.

According to Jimmy Johnson, owner of this organization, the situation existent in the industry called for this type of machine. Operators needed a stimulus such as "Reel Races" has provided. Consequently, previous to the development of this machine, the Western Equipment and Supply Company had a definite goal at which to aim . . and that was the production of a machine that would sell at a moderate price, adaptable for counter use, and also possessing the capability of being a big money-maker . . . so this is why "Reel Races" was born. An industry's need was apparent and this firm filled the breach with "Reel Races" . . . already a proven profitmaker.

Within a short period of time this machine has suported every contention of its manufacturer. Operators were quick to realize the amazing value and possibilities offered by "Reel Races," and the convincing demonstration of this machine in actual performance on location led to immediate increase of orders.

"Reel Races" has proved very popular on bars or counters. Simple, thrilling to play, all the player does is insert a coin and press the streamlined lever. Silently the four reels spin and come to a positive jar-proof stop. If the numbers of the first two reels match, the third reel designates whether the player gets win, place or show. The fourth reel shows the award to the player on win, place or show. The player receives a ball of gum by pressing a convenient button.

Because of Western's gigantic production facilities, all "Reel Races" are being immediately shipped to supply the enormous demand.

"Soldier, I'm hoping to get a little shuteye tonight."

"Hey! Don't forget you said I could give you a couple of kisses."

"Well, I'm just hoping they'll make me shut my eyes."

BALLY GIANT AND BALLY BABY

Jim Buckley, general sales manager of Bally Manufacturing Company, says this picture shows "two of the biggest things at Bally"—Bally Baby and Art Garvey, factory representative and good-will ambassador. Art is six feet four and weighs 200 and guess how many more pounds. He was Notre Dame's All-American tackle in 1920 and 1921, and is now engaged in hitting the line for Bally products.

News From The Office of Viking Specialty Co. San Francisco

After a successful summer season in Lake County, Lee Ingham is vacationing in San Francisco and making his headquarters at the Viking Specialty Company, where all his equipment is being over-hauled and put in first class condition. Lee has secured some very high-grade locations in San Francisco where he expects to operate his deluxe machines during the winter months.

One of the Viking Company's South African clients has been visiting with the Company in San Francisco, placing orders for coin-operated equipment of a great variety. There is some agitation against American made merchandise in South Africa at the present time due to the fact that the United States Department of Agriculture placed an embargo on South African wines and fruits. It seems that there is no good reason at all for placing the embargo on these products and evidently the Department of Agriculture will soon realize how, by such a foolish embargo, they are hurting the export business of the United States. South Africa has long been looked upon by American exporters as a first class market for American made merchandise. American made automobiles, refrigerators, radios, and numerous other products are liked by the South Africans. They have bought very large quantities of these products from the United States, always paying spot cash, and there isn't any foreign market from which American exporters appreciate receiving business as much as from South Africa. Naturally, when the Department of Agriculture placed an embargo on South African wines and fruits, it hurt the feelings of these people and the South African Association of Wine Producers promptly lined up the fruit growers to induce the South African government to likewise lay down embargoes against American merchandise. So far they have not succeeded, but unless the United States is willing to play ball fifty-fifty the South African markets will very likely be closed to American made products, and this will to a great extent affect the coin machine trade because South Africa has been a good market for many kinds of coin-operated machines.

The game of raising trade barriers is a game that two can always play! Not only the United States makes mistakes in this respect. Belgium last year purchased $20,000,000 worth of goods from Australia; but Australia bought only $2,000,000 worth from Belgium: thus, Australia received a trade balance in their favor of $18,000,000 from Belgium. Recently the Australian government raised the tariffs on various products, among which were the kinds of merchandise that had been imported from Belgium. Promptly Belgium stopped buying from Australia and consequently Australia was the loser to the extent of $18,000,000 a year, just like the United States will be the loser with South Africa because South Africa purchases many times more merchandise in the United States than the United States does in South Africa. These conditions were called to the attention of the Viking Specialty Company by their South African client who had left South Africa before this trouble arose and he has, since arriving here, received telegraphic instructions from his company not to buy too liberally in the United States.

The Viking Company reports great activity with Groetchen's two new counter machines—the High Stakes and the Black Jack, as well as with Master Novelty Venders and the U-Need-A-Pak Cigarette Machines. McFadden of Oakland is a new enthusiastic operator of Master machines, and so is Kramer of San Francisco.

Dick Tyrrell, the Viking Traveling representative, is constantly visiting operators throughout California and finds conditions very favorable in most localities.

HAROLD E. JOHNSON EXPRESSES OPINION

Harold E. Johnson, Chicago manager of the Electrical Products Company of Detroit, manufacturers of Electropak and other devices used exclusively in the coin machine trade, reports unusually large activity in the industry. Mr. Johnson bases his opinion that the coin machine business is going to be greater than ever because of the extra large orders received by him for his firm for immediate delivery.

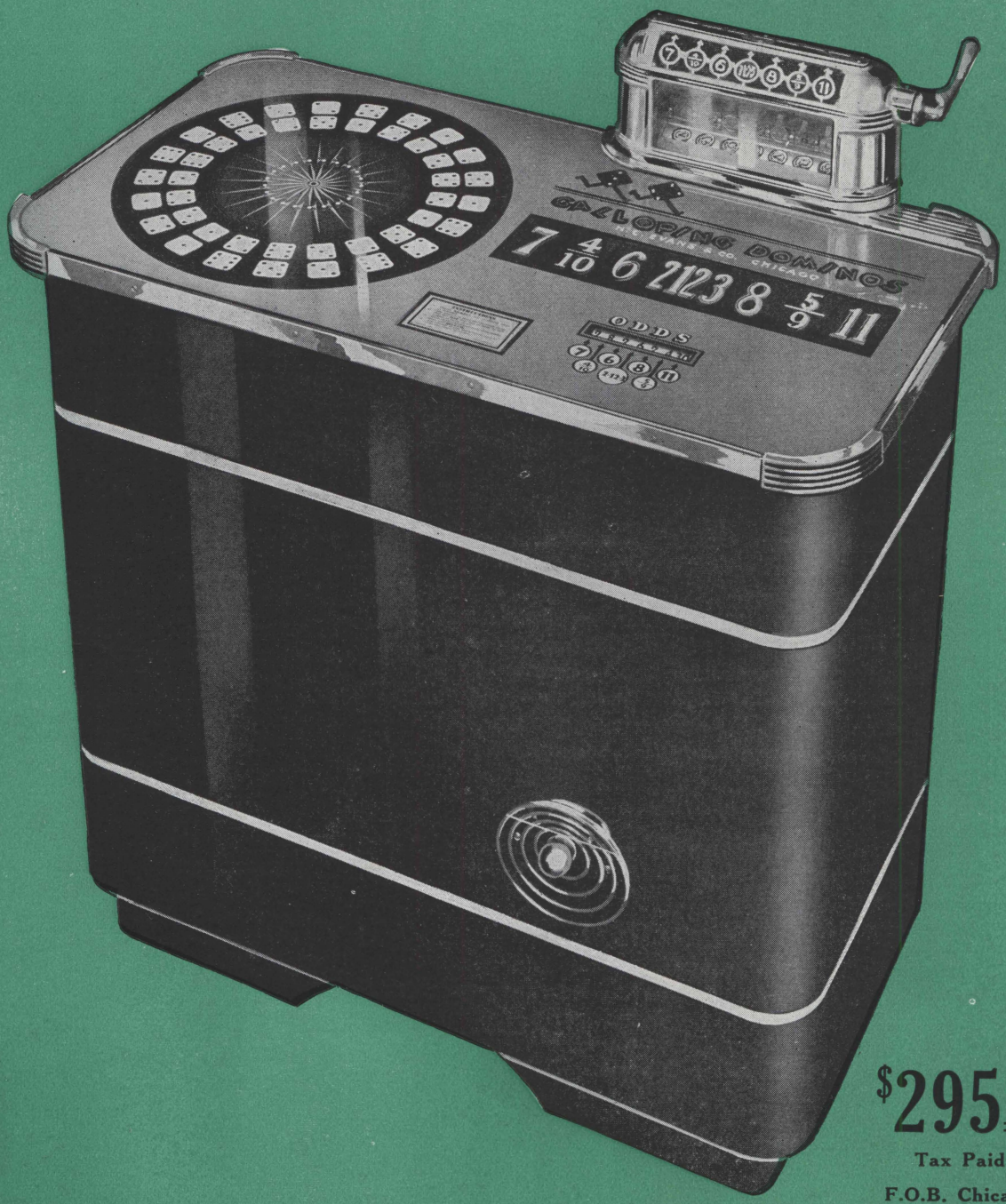
Mr. Johnson is constantly in close contact with all of the engineers of the manufacturers and enjoys the utmost confidence in the solution of their electrical problems. He further states that his firm is working at top capacity, producing Electropaks for 92 per cent of all the manufacturers in the coin operated business.

Escape ST. LOUIS BLUES
in ST. LOUIS
Enjoy the comfort and luxury of this famous hotel in the heart of the theatrical district and facing beautiful Forest Park. Circulating ice water in every room. Unusal food in the Coffee Shop and Dining Room.
400 ROOMS
WITH BATH from $2.50
O. A GREATHOUSE, Manager
MELBOURNE
HOTEL
LINDELL AT GRAND

GALLOPING

New! SPINNING FLASHER LIGHT

New! 7 COIN VISIBLE DROP CHUTE

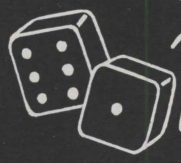


$295.00

Tax Paid

F.O.B. Chicago

DOMINOS



New! MIRROR BAK BRILLIANT FIELD

New! ULTRA-MODERNE CABINET DESIGN

As Different As Day Is To Night

SPINNING FLASHER LIGHT

The Flasher Light rapidly spinning around the dice field, beneath the plate glass Mirror-Bak top, attracts attention and creates spell-binding tenseness. A new kind of action—absolutely different!

SEVEN COIN PLAY

The seven coin, visible illuminated, Drop Chute accepts one nickel to each chute, representing seven points or combination points. Seven players can select different points or one player may play one or up to seven chutes.

MIRROR BAK FIELD

A field that is truly an artistic achievement—entirely constructed of heavy plate mirrored glass. The background is colored in rich billiard green. The brilliant dice field and numbers are attractively designed in silver, red and jet black—too beautiful to be accurately described.

PRECISION MECHANISM

Every unit is carefully engineered in accordance with the strict Evans standards. The simplicity of the mechanism is a marvel of engineering achievement. All mechanism of Galloping Dominos is easily accessible in less than half a minute by simply unlocking and raising the hinged top. Positive action payout unit.

ULTRA MODERNE CABINET

Never before has a cabinet been designed of such magnificence—the most beautiful cabinet of any game in America! Finished in Ebony Black, trimmed with silver; or Chinese red trimmed with black. Cabinet measures 38 inches high, 36 inches long and 19 inches wide.

Galloping Dominos Registered Copyrighted and Patented October 1936

Sensation of the Industry

$60.00 AN HOUR CAPACITY *Proven!*

GALLOPING DOMINOS is brand new! It's new in everything! New in design! New in playing action! So totally different it stands in a class by itself—beyond all competition! Galloping Dominos has all the magnetic appeal of a good old dice game, in a new, fascinating arrangement—the appeal that keeps players tense—eager to continue play!

ENTIRELY NEW DYNAMIC ACTION!

Shoot your point! Take all seven if you want to. Drop your nickels in the chute. When all bets are down, press the lever and the red light indicates the game is on. Immediately the numbers being played light up on the field—the flasher light spins swiftly on the dice field and comes to rest on the winning number. Simultaneously the Odds Indicator whirls, stops and shows the odds being paid on the winning number. If you have made your point, the payout will be from 2-1 up to 30-1, according to the odds indicated.

EARNING CAPACITY PROVED!

Placed alongside high priced games and slots in actual locations, Galloping Dominos took away 80 per cent of the play. Income statements show a take of $60 an hour! A record that cannot be duplicated by any other machine!

Everything about Galloping Dominos is snap and class. It has the greatest money-making capacity of any game on the market! Prove it to your own satisfaction—get ahead of competition—be first in your territory with this new distinctive game—Galloping Dominos!

H. C. EVANS & CO.

1522-28 W. ADAMS STREET, CHICAGO, ILLINOIS

If It's Made by Evans—You Know It's Good—Leading Manufacturers of Amusement Equipment for Forty-four Years

OKLAHOMA NEWS

CONDUCTED BY
VERA GREGORY

Possibility that the bill legalizing slot machines and marble boards may become operative without a statewide vote loomed Saturday, October 3, when supreme court referees recommended that the court hold insufficient referendum petitions seeking to place it before the electorate.

The referees' recommendations were based, they said, on the findings that many signers to the petition were not eligible.

Edwin R. McNeill, chief justice of the supreme court, October 3, gave the ministerial group that sponsored the referendum 10 days in which to file exceptions.

If the supreme court should uphold the referee, the bill passed by the 1935 legislature and blocked by state ministers would become operative immediately. The bill would require payment of a $20 annual fee on each slot machine and marble board.

The bill was prevented from becoming a law after its passage by action of a group headed by Rev. Guy C. Teterick, Tulsa. Petitions were circulated in 68 counties asking a vote on the measure.

Frank C. Carter, secretary of state, held the petitions sufficient and Howard Miller, representing the slot machine interests, appealed to the supreme court.

* * *

Vinita, Okla.—An ordinance passed several months ago assessing a license tax against marble boards in the city was ordered enforced at a meeting of the city council in August session. The ordinance calls for a quarterly tax of $15 against each marble board.

* * *

Guthrie, Okla.—Campbell Russell, representing sponsors of the slot machine referendum, says he will use photogrophs to defend the validity of signatures on a petition seeking a vote on the proposal to repeal the slot machine license law.

With 37,017 of the 39,500 signatures challenged at invalid, Russell said he would pick out typical examples of what hand-writing experts opposing the petition declared forged.

BALLY TO BUILD RAY-RIFLE TARGET

News flash just received states that Bally Manufacturing Company has now completed several months of development work and is going into production on a "Radio-Light" Type Rifle-Target Machine, which will be named "Eagle-Eye".

The machine is said to embody a number of innovations in "ray-rifle" is as distinct an advance in this class of equipment as the present day pin tables in comparison to the marble games of three or four years ago.

Strongly featured on "Eagle-Eye" are the eight different targets, which may be shot at in motion or standing still, depending on the player's choice. This feature is said to attract play from all types of people, from the amateur to the expert rifle shot, as the degree of skill required may be adjusted by the patron to allow for his particular proficiency. Adjustable target speed is also said to insure longer life, because, as the player gets more skillful, he can "step-up" the target speed and again enjoy the thrill of overcoming obstacles.

In announcing "Eagle-Eye", Ray Moloney, president of Bally Manufacturing Company, said "Wait till you see 'Eagle-Eye' and its 20 great features. You'll be as tickled as I was when I played the first production model. And you wont have to wait long—delivery starts October 20th!"

FREE PLAY FEATURE MAKES HIT ON "BLUE BIRD"

Illustrating how certain basic appeals continue to maintain their hold on the public, the Free-Play-Change-Odds pocket on Bally's "Blue Bird" is said to be the subject of much favorable comment on location. Players get the same old kick out of the "extra try" that they got out of Ballyhoo and other early games featuring Free Play. And in addition, the "Blue Bird" Free Play feature increases the suspense by Operating the Animated Odds Changer.

"Blue Bird" is the newest 1-shot payout or ticket game brought out by Bally Manufacturing Company. The machine features a new "Extra Dividend" idea, whereby any hole on the board can pay up to 30-to-1 plus as high as a 40-to-1 Gold Award. This novel feature, which makes every pocket a possible 70-to-1 winner is resulting in very substantial collections according to reports received by Jim Buckley, Bally's general sales manager.

Mrs. Clark: Has your husband given up golf?

Mrs. Foster: Yes, but he still uses the language when changing tires.

Straws may tell which way the wind is blowing but straw votes do not indicate positively the direction of the political hot air currents.

Bulk Vending Machine CANDY

Bulk Vending Machine operators, investigate our complete line of confections and candy-coated nuts, made especially for vending machines. Their superior flavor and colorful eye-appeal will help draw trade to your machine. Write us at once.

Operators!

For prices, details and samples, without cost or obligation, clip and mail coupon today.

FREE SAMPLES Write Today!

CANDY CRAFTERS, INC.
LANSDOWNE, PA.

PIN GAME CHECKS

FOR

Payout Tables, Pin Games, Bells, Jack Pot Games, etc.

Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices

Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

"TOP 'EM" OFFERED BY WESTERN EQUIPMENT

Western Equipment and Supply Company has hit the automatic amusement machine market with a one-two profit punch that is the highlight of the opening fall season. "Top 'Em," a deluxe one ball automatic payout table, and "Country Club," a 10-ball straight novelty table, are two of the most original amusement creations of the year. And the tremendous volume of orders now being shipped is merely indicative of what should be one of the biggest booms in the industry.

"Top 'Em" has all the thrill and fascination of the universally popular card game of black jack. The interest of "Top 'Em" is increased by the clever combination of mechanical features that add a 1937 kick to the old fashioned card game. Upon the insertion of a coin the odds dial on the illuminated backboard starts spinning. A big bronze ball, after reaching the top of the table, rolls down any one of various channels, ranging in numbers from 16 to 21, Black Jack and "Bust." This number immediately is registered and signifies the amount to be topped. Coming down the field the ball then must enter a hole whose number is higher than this house number in order to win. If ball goes through the "bust" channel the player wins regardless of his eventual number. In case of a tie, except with black jack, the player loses.

The quick action of the ball and the thrill of the changing odds combine to provide unusual suspense and excitement. Western's double action, motor driven payout unit automatically takes care of all winning awards. This unit is fast acting, positive and proven in its mechanical perfection.

"Country Club," a complete innovation and a sure profit-maker, possesses all the thrill of shooting par golf. Cleverly designed, this 10 ball straight novelty table also contains a lite-up backboard and the spinning changeable odds feature.

Calling for the skill and consistency of golf it draws proportionately the tremendous response of the actual sport. Both dubs and par shooters will repeatedly play to make profits go sky-high.

The field contains 9 numbered pockets, a double pocket, 2 water holes and 2 sand traps. 10 balls are shot, and only consecutively numbered holes, starting from 1 are registered. Payouts are made on scores ranging from 1 to 6 successfully played holes up to 1 to 9. The odds are designated on the spinning dial that adds interest with its constantly changing payouts. If a ball lands in a hazard, represented by sand traps and water hole pockets, its play is void until another ball lodges in an adjacent trap pocket releasing both for replay.

The cabinet of each game with a definite purpose is entirely in keeping with the refined atmosphere of any location. Wide-open are the channels of distribution leading to large profits, for these games both in interest and design are placeable in all locations.

Tested by actual performance on location, these games immediately drew heavy play and consistently held it. Within the short period that these games have been on the market reports have already been received that assure the huge success of the Western Equipment & Supply Company's newest creations.

Western Equipment engineers through intensive research have perfected all mechanical details to as-

PHOTOGRAPH SHOWING THE SPLENDID GATHERING OF THE EMPLOYEES OF ORIOLE Coin Machine Corporation, 138 West Mount Royal Avenue, Baltimore, Md., who held their second annual employees' dinner at the Lord Baltimore Hotel in connection with their second annual convention the latter part of August. This company has continued to expand and has an enviable record of co-operation between employer and employees. Full details concerning the new building which they dedicated were printed in last month's issue.

sure against breakdowns that mean lost operating time and money.

Production is going full speed, but thorough workmanship is still Western's rigid policy. With marvelous efficiency the tremendous rush of orders are being immediately filled.

NEW ENGINE TESTING INSTRUMENT ANALYZES EXHAUST GASES

The Hays Corporation of Michigan City, Indiana, pioneer manufacturers of gas testing instruments for 35 years, now offers a Hays exhaust gas analyzer as a new aid to scientific motor tune-up.

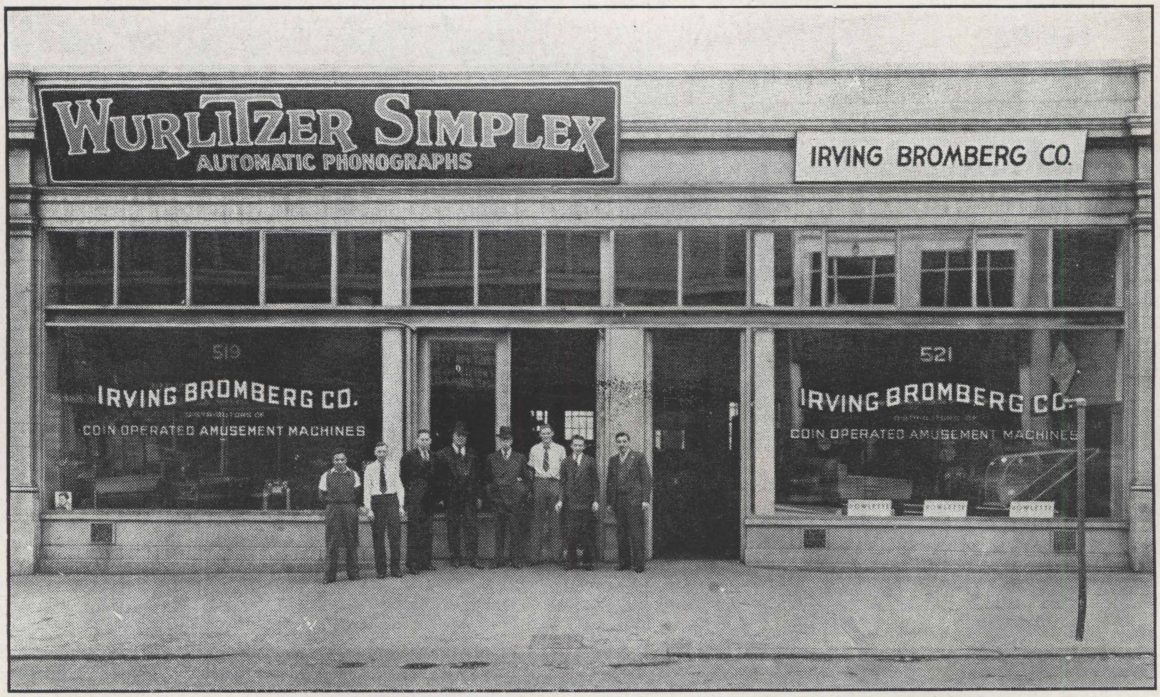
This new engine testing instrument indicates motor efficiency by analyzing the exhaust gases just as they come from the end of the exhaust pipe. The new instrument requires no electrical connections, and is so simple in operation that no technical knowledge or skill is required of the operator. It is entirely self-contained and has been especially designed to stand the rough usage at the service shop. Except for a simple bearing to tilt the analyzing body to the sampling position and then to the reading position, there is no moving mechanical part in the entire instrument and no friction except liquid friction.

A motor test can be made without even lifting the hood or loosening a single nut. The operator simply starts the motor to be tested, inserts the sampling tube in the end of the exhaust pipe, moves a rod to the sampling position, then to the analyzing position and reads the result of the analysis in plain figures on a large legible scale. The unfailing accuracy of the Hays Exhaust gas analyzer is due to the use of the time tested scientific principle that the percentage of carbon dioxide in the exhaust gases is a reliable indication of the completeness of combustion, which in plain language means engine efficiency.

The schematic diagram shows the simplicity of operation. A sample of gas is measured; the sample is then passed through an absorbing chamber filled with caustic potash which absorbs all of the carbon dioxide; the vacuum caused by the absorption of the carbon dioxide is then measured and this last measurement is expressed on the scale in the front of the instrument by the movement of a pointer on a large legible scale.

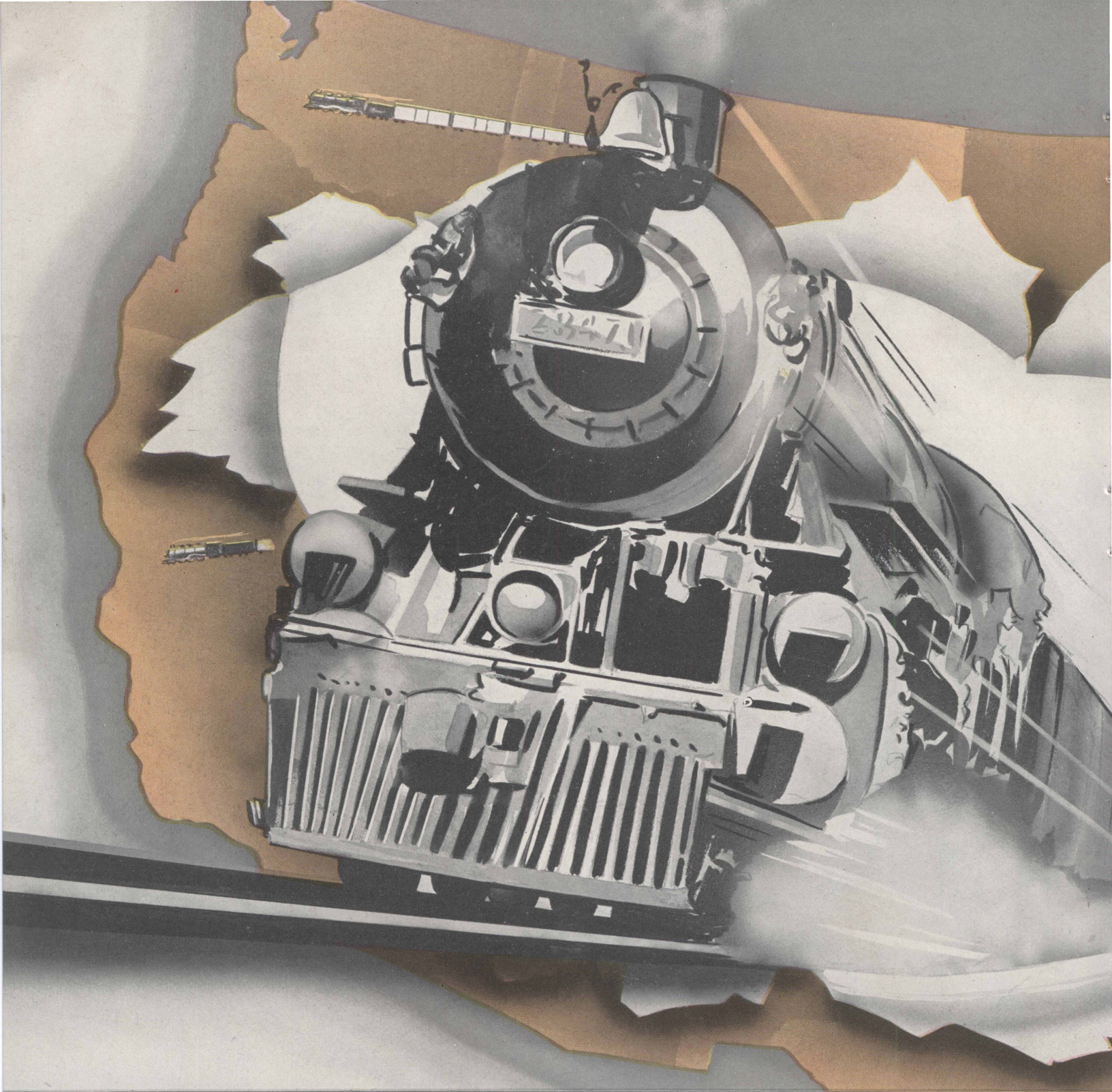
On its legible scale, the instrument plainly indicates (in terms of CO^2 percentage) poor carburetor adjustment, fouled spark plugs, valves not seating properly, motor out of time, or anything else that might interfere with motor efficiency. Because of the simplicity and speed of the test—less than one minute for each test—the machine is ideal in the service shop for testing before and after all shop work and for demonstrating to the prospective customer the need for motor overhaul or adjustment. For the bus, truck or fleet owner, it makes possible a simple daily check that will help to get the last mile out of every gallon of gasoline and will indicate the need for expensive motor repairs before they are too late. The Hays exhaust gas analyzer may be conveniently used for road tests as the instrument is entirely self contained and requires no electrical connections.

Complete descriptive literature and detailed information may be obtained from the Hays Corporation, Michigan City, Indiana.



BROMBERG ENLARGES QUARTERS AT THE SAN FRANCISCO BRANCH, 521 GOLDEN Gate Avenue, to include additional display rooms. In Los Angeles, the Bromberg Company has purchased the games department of the National Amusement Company of that city and moved to its main headquarters at 1481 West Washington Boulevard. By this deal, the Bromberg Company acquired the distribution of several game lines in addition to the ones which they have held for several years. The above photograph shows: (left to right) Mechanic for Bert Stimson; Wally Moore, chief mechanic for Bromberg branch; R. C. Spencer, San Francisco operator; Bill Corcoran of Corcoran Novelty Co.; Bert Stimson; Harold Johnson, assistant mechanic; Stanley Harris, San Francisco operator; and Joe Ziff, manager of the San Francisco branch.

AGAIN!
WURLITZER POLICIES TRIUMPH
MECHANICALLY PERFECT
GREATEST PLAY APPEAL
STRONGEST EYE APPEAL
MOST SUBSTANTIAL CONSTRUCTION
Today...WURLITZER CAN GUARANTEE
SHIPMENTS of "SKEE-BALLS" Reg. U.S. Pat. Off.
BUILT TO WURLITZER STANDARDS



FROM COAST TO
ARE CASHING IN WITH

INSTEAD of shipping thousands of Skee Balls (Reg. U. S. Pat. Off.) from coast to coast before the product measured up to Wurlitzer standards, Wurlitzer first saw to it that the product was right—then gave the word to go ahead on a Big Production basis. Today, operators from coast to coast are thankful that Wurlitzer insisted on getting the product right. These operators are now getting a perfected game that can be played continuously without annoying breakdowns and excessive servicing—a game that

COAST OPERATORS WURLITZER SKEE-BALLS

REG. U.S. PAT. OFF.

represents the last word in eye appeal, play appeal—substantial construction and mechanical perfection.

Why not write, wire or phone for prices on the Wurlitzer Skee Ball—the outstanding value—the best investment—the biggest money maker of them all!

THE RUDOLPH WURLITZER COMPANY

NORTH TONAWANDA, NEW YORK

and again we say . . .

Compare WURLITZER SKEE-

for . . . EYE AND PLAY APPEAL . . . SUBSTANTIAL CONSTRUCTION MECHANICAL PERFECTION

In refusing to offer operators anything but the best in a bowling game, Wurlitzer adheres to the same policy that proved so successful in Automatic Phonographs. It is with the same confidence that we say now as we did then—"Look at them all." Make the four point comparison above on every bowling game on the market before you decide which game YOU will operate.

FIRST . . . *compare them all for* EYE APPEAL

. . . the feature that attracts players to the game. You'll find WURLITZER SKEE-BALL (Reg. U. S. Pat. Off.) styled in the modern tempo by Paul Fuller, who designed the beautiful WURLITZER-SIMPLEX PHONOGRAPH, streamlined, colorful, with impressive beauty that attracts crowds in any location—a design that will not quickly become obsolete—lose its appeal and so destroy your investment.

NEXT . . . *compare them all for* PLAY APPEAL

. . . that factor that keeps the crowds playing. Here you'll find WURLITZER SKEE-BALL a big, substantial, full sized game with the athletic feel that invites continued competition—more money for YOU. The original SKEE-BALL with tried and proven principles of play appeal developed over a period of years when operated as an amusement park device by the National Skee-Ball Company.

FINALLY . . . *compare them all for* SUBSTANTIAL CONSTRUCTION AND MECHANICAL PERFECTION

. . . you'll find that WURLITZER SKEE-BALL is solidly built of fine hardwood. It weighs 522 lbs. It is built to last—an investment that will pay big returns for many years to come. Combining the best features of mechanical and electrical operation, the WURLITZER SKEE-BALL (Reg. U. S. Pat. Off.) assures continuous operation without service tie-ups that eat into operator profits.

Again we say . . . **"LOOK AT THEM ALL."**

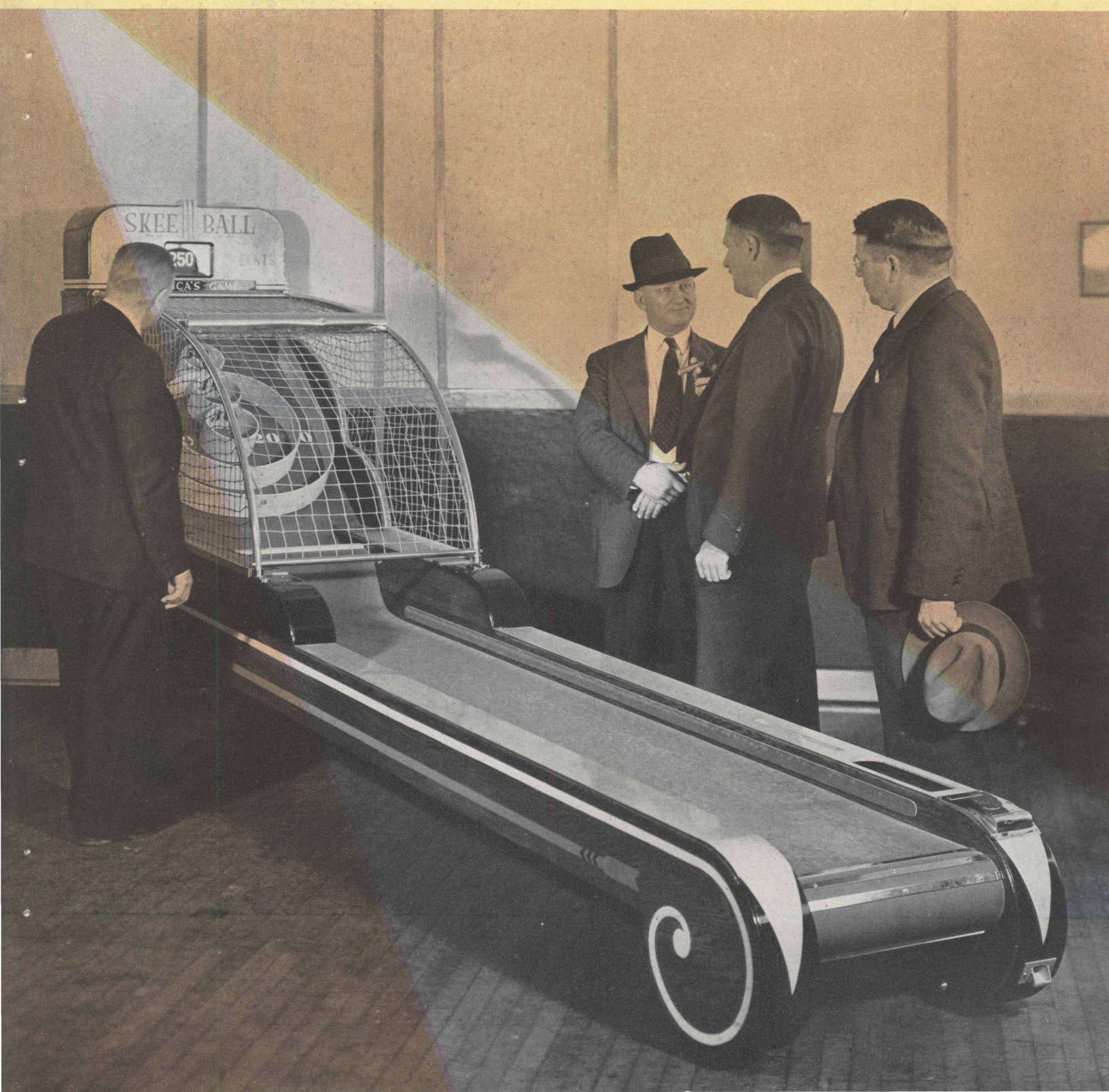
Then write or wire for full details on the

WURLITZER SKEE-BALL

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

"LOOK AT THEM ALL"

BALL *with all other Bowling Games*



WURLITZER'S SKEE BALL

(REG. U. S. PAT. OFF.)

AMERICA'S NEW GAME

Milton Swanstrom Joins Associated Cinema Studios

Hollywood, California—The appeal of Hollywood's famous Hot Shot records together with the glittering fascination of the movie capital, and California's celebrated climate has just lured a well-known coin machine man from Chicago.

The Associated Cinema Studios of Hollywood, California, announce this week the appointment of Milton Swanstrom in connection with the marketing of the novelty records produced by them—the Hot Shots from Hollywood. As music operators know, these snappy numbers are nationally distributed exclusively by Novelty Records Distributors, 1481 West Washington Blvd., Los Angeles, California.

Milton Swanstrom is known throughout the industry from his long association with the Rock-Ola Manufacturing Corporation, most recently as Advertising Manager, from which position he resigned to take over his new duties in the sale of Hot Shot records.

MILTON SWANSTROM IN HIS NEW OFFICE

Swanstrom was all smiles when asked for a statement as to his new position and its possibilities. "Listen!" he said emphatically, "This is the biggest thing in music! The manufacturers are turning out instruments that surpass anything else ever known for fine reproduction of good music. And now Hot Shot records come along and give operators the opportunity of a life time—the chance to clean up the greatest possible profits from their investment in the music business!"

Swanstrom continued to say that he was amazed himself at the tremendously important position these Hot Shot records are taking in relation to the profits of the music operator. He explained that these recordings are all made in the scientifically constructed sound studios in Hollywood—by the same expert, specialized sound engineers who do the sound work for the biggest movie productions, and who produce the electrical recordings everyone hears every day over the radio.

"That" he said, "Explains the fact that our Hot Shot records improve the tone of any phonograph 100 per cent—and why the public plays them over and over again on location just to enjoy the fine, true quality of their reproduction.

"What's more, the type of talent employed in the recording of Hot Shot records naturally has a tremendous bearing on their popularity with the public. Our artists are carefully chosen for their particular ability to give the public the kind of

TID-BIT SHOP

UNQUALIFIED APPROVAL

By Leading Distributors

After thorough investigation many leading distributors have adopted and endorsed the TID-BIT SHOP as the most practical, efficient and profitable bulk merchandising sales cabinet—complete evidence of unusual merit and exceptional sales appeal.

You, too, are urged to investigate the greater money-making possibilities of this **full standard size** CARTRIDGE-LOADING Venitor.

WRITE TODAY FOR DESCRIPTIVE CIRCULAR

Eastern Distributors

ORIOLE COIN MACH. CORP.
Baltimore, Md. 138 W. Mt. Royal Ave.
Washington, D. C. 943 Eye St., N.W.
Buffalo, N. Y. 886 Main St.
Pittsburgh, Pa. 1410 Fifth Ave.
COINSWORTH CORP.
Newark, N. J. 409 Clinton Ave.
MAURER MFG. CO.
New York, N. Y. 110 W. 40th St.

VENITOR CORPORATION
Manufacturers
Title & Trust Bldg., Detroit

entertainment it demands. They are picked from the brightest night spots in Hollywood—the very places where the movie stars go for their own entertaiment."

"Speaking of talent," said Swanstrom enthusiastically, "Within the next few days we'll have some announcements to make that will interest everyone who knows anything at all about the celebrities of the Amusement World. Some of the really BIG names are joining our staff of artists. Wait 'till you hear who they are!"

Mr. and Mrs. Swanstrom have settled in an apartment, and already have real estate scouts busy finding them the ideal spot to build or buy a home.

ROBBINS ORDERS $50,000 WORTH OF GAMES

On his visit to Chicago last week, Dave Robbins, of D. Robbins & Co., Brooklyn, N. Y. placed orders with manufacturers totaling over $50,000.00. The largest order was given to the Stoner Corp., of Aurora, Ill. for their novelty football game, called "Hold Em." Dave "went to town" with Stoner's recent novelty game successes, Mad Cap and Short Sox. He says that "Hold Em" will be another "long time" money maker that, in his opinion, should continue to earn big money long after the football season is over. Dave says that he has already booked orders for over 500 "Hold Em" from jobbers and operators in his territory, who have not even seen a sample of this game. This just goes to prove that the efforts of Stoner in producing mechanically perfect and excellent money making games is appreciated by all jobbers and operators.

GERBER AND GLASS, MIDDLE WESTERN DISTRIBUTORS FOR R & J TIMER

A new development in the phonograph division of the automatic machine industry offering additional profit possibilities is the R. & J. Phonograph Timer. Gerber and Glass, middle western distributors, hail this device as a marvelous asset in phonograph operation.

Gerber & Glass, well-known as one of the top-ranking coin machine distributors in the country, predict an overwhelming acceptance of this advanced feature.

The R. & J. Phonograph Timer is an adjustable instrument that will automatically play a record after a desired period of non-play. Acting as an inducement and a self-advertiser, this timer can be set to regulate the playing of a record after any duration of inactivity.

The increased profit possibilities of this timer have been rigidly tested on actual location under average normal circumstances. In every instance, when a specific lull in play occurred, the automatic timer started a record that eventually stimulated additional patronage.

Thorough research in the field has definitely proven, regardless of the merits of any phonograph, that certain periods of stagnation arise on location. Proven mechanically perfect and of practical use, this device is certain of becoming an invaluable and necessary part in the majority of automatic phonographs.

Literature, explaining further details, is available and can be had by writing to Gerber & Glass of Chicago. Orders from coast to coast are continually increasing, and are being immediately filled and shipped.

BUCKLEY'S UNUSUAL DEAL

One of the most unusual deals ever offered to the automatic amusement machine industry has just been put in effect by the Buckley Manufacturing Company. For with the purchase of five of this company's popular Golden Horses counter machines, operators now get one free! Thus operators who place the machines are assured plus value and an extra margin of profit.

This offer seems the more sensational when the outstanding record already rung up by the Golden Horses machine is considered. Under the hottest testing fires of actual use, competition and unsuccessful piratical copying the machine has come through with flying colors to prove itself a real proift-maker.

The novelty and suspense of Golden Horses is so intense that the game wins the steady repeat patronage of almost all who play it once. Four shake-proof reels spin around, one carrying the odds; the others carrying letters. And as each falls in place to possibly spell out a name and indicate the odds, the player gets a thrill unequalled by any other machine of this type. This feature, coupled with the expectations of 4 to 30 odds, and the mechanical perfection that permits noiseless operation and minimizes maintenance and repair, has made GOLDEN HORSES a leader everywhere.

The heavy demands of production, however, are making schedule every day, without the slightest let-down in the quality of the product. And the Buckley Manufacturing Co. has assured the industry that no matter how great an increase in orders results from the new "one for five" offer, production and quality will continue to keep pace with present high standards.

On the job every minute to give operators the finest machines possible, and get them into their hands without delay, is Bill Woollen, Buckley's sales manager. Tireless, with a keen outlook on the big job he's set himself to do, Woolen is known as one of the most progressive merchandisers in the field. And his work has succeeded in making Buckley machines a favorite with operators who have found to their profit the tremendous play the machines are getting.

This country will recover, no matter who wins the argument about the gold standard.

BARGAINS

Bally Baby	$12.50	Alamo	37.50
Reel 21 (used)	14.50	Hollywood	31.50
Reel 21 (new)	16.50	Mammoth	27.50
Evans Darby	21.50	Jumbo	34.50
Sportsman (late)	7.50	Trojan	23.50
Prospector	22.50	Gold Award	21.50
Ace	17.50	Stampede	19.50
Put 'n' Take	10.00	Gold Rush	11.00

NEW BATTERIES, SLOTS, ETC. ALSO 10-BALL TABLES, SLOT MACHINES AND SUPPLIES

ONE-THIRD DEPOSIT—BALANCE C.O.D.

MILLER NOVELTY CO.

925 N.W. Sixth Street—P. O. Box 826—Phone 2-2575

OKLAHOMA CITY, OKLA.

The Seeburg Ray-O-Lite Rifle Range

J. P. Seeburg Corporation, Chicago, Illinois, recently heralded the 1000th placement of their original creation "The Seeburg Ray-O-Lite Rifle Range." In the comparatively short period of 20 months this unusual automatic device has proven itself to be the outstanding achievement in the automatic machine industry.

Specialized engineers previous to its successful introduction experimented for months not satisfied until their production was assured of absolute mechanical perfection. Vast sums of money were spent to conduct one test after another . . the goal of mechanical perfection always ahead. Intensive research concerning every minute detail was necessary until the Seeburg Corporation was convinced that nothing had been overlooked which would prevent constant satisfactory performance.

Then, some twenty months ago, Seeburg's Ray-O-Lite Rifle Range was presented to the market. Order after order was placed. The results were completely gratifying. Well spent were the months of research and scientific experimentation. Today the record of this amusement device stands as concrete evidence that the Seeburg engineers attained their goal of mechanical perfection. The durability and fine construction of the Ray-O-Lite Rifle Range has withstood a steady flow of patronage in a thousand locations to produce an unparalleled record in profit-making.

The popularity of the Seeburg Ray-O-Lite Rifle Range swept the country almost immediately, and after a few months, inferior machines similar in design were placed on the market by other companies. Not manufactured with the same background of thorough research, necessary for such a highly technical device they have not satisfied the requirements of the operators. Constant breakdowns were to be expected. Finally, the J. P. Seeburg Corporation in the interest of not only their own legal rights, but with the protection of the operator in mind, adopted a policy of aggressive defense against all infringements of their authentic patent restrictions. Notice was immediately served to all these manufacturers who have infringed upon patents 2,007,082-2,007,083 and other patents pending, warning them that they will be prosecuted to the fullest extent of the law. Thus, did the makers of the original Ray-O-Lite Rifle Range not only prevent actually illegal practices of certain manufacturers, but they have stopped, in some measure, the opportunity to mislead operators with an incomplete amusement machine.

From the very beginning of the J. P. Seeburg Corporation's departure from the stereotyped amusement device, they were definitely certain that the appeal of this unique machine would be universal. Combining all the thrill of actual trap shooting with the requirement of skill and control on the part of the player they have virtually changed the whole aspect of the automatic business for the operator. Here was a product that was more than just a simple game . . . this was entirely new . . . an amusement machine that fascinated every person, constantly giving patrons satisfaction and building up a repeat traffic that raised profits higher and higher.

The Seeburg Ray-O-Lite Rifle Range consists of an attractive cabinet which holds the range and the moving duck targets, a rifle built to regulation standards and a gun stand.

The operation is simple and so easy that any man, woman or child can operate it without trouble. The player aims at a moving duck that comes across the range background . . . pulls the trigger and a Ray of Light is projected from the gun to flash on the range showing the result of the shot. When the duck is squarely hit, it drops and the direct shot is registered automatically on an illuminated panel.

The psychology that makes this machine such a successful profit-maker is the feeling of keen competition when shooting moving objects. The desire to better the previous score will keep a player interested time after time.

The cabinet and the rifle stand are of modernistic design and they are both hand-rubbed finished. An attractive addition to any location, the Seeburg Ray-O-Lite Rifle Range is ideal for hotel lobbies, restaurant

VACATION CITIES INCOMPARABLE!
San Antonio and Corpus Christi! Where glorious sunshine, the blue of the Gulf, and every outdoor sport invite you to play the year around. And at each city a truly fine hotel home with rates surprisingly low.
JACK WHITE, Operator
PLAZA
HOTELS
SAN ANTONIO
AND
CORPUS CHRISTI
TEXAS

foyers, theatre lobbies, city clubs and country clubs and arcades. Almost every type of location which draws a large crowd is a logical placement for the J. P. Seeburg machine. Although combining the principle of the radio and photo-electric cell the installation of this device is effortless, as it operates under ordinary lighting conditions. It is simply plugged into a standard light socket. Any available space will do as the range can be set at various distances.

Production at the J. P. Seeburg Corporation plant is almost at its maximum, but efficiency and excellent workmanship enables the immediate delivering of all orders to meet the ever increasing demands.

KEENEY'S NEW STOP AND GO

Keeney's new Stop and Go one ball payout game with many remarkable new play and mechanical features has met with such an overwhelming response by operators, jobbers and distributors alike that the J. H. Keeney and Company has been forced to run the production line 24 hours a day. Wire after wire and a multitude of 'phone calls have poured onto the desk of Jack Keeney, congratulating him upon his newest success. All who have seen Stop and Go agree with Jack Keeney in describing it as a game that is 5 years ahead of its time.

A new Keeney feature, introduced for the first time in pin games is the constantly rotating, slow motion, odds changing disc, with odds running from 2 to 1 up to 20 to 1 and with payout percentage set at any desired amount by a 30 second turning of a set screw. A power operated shuffle board automatically operates with the insertion of a coin chute. So sensitive, yet secure, and dependable is this feature that just the pressure of a child's little finger is more than sufficient to work the game.

Stop and Go may be best explained by describing its play. The odds changing disc in the backboard is constantly rotating and the red Stop and Green Go lights are alternately flashed on and off with no intermediate breaks, regardless of whether or not a coin has been inserted. If, after coin chute insertion the player makes a payout hole as the red stop light is on, then he receives an award as per odds indicated by the odds changing disc, but player receives no free replay. However, if the payout hole is made when the green Go light is on, then the award indicated by the odds changing disc at that point is paid and the "Magic" shuffle board automatically releases ball for a free re-play so that player may shoot again for a second award. In other words, the player can go on playing indefinitely as long as he makes a payout hole while the Green Go light is on, providing unlimited payout possibilities. If the player makes a "Right of Way" hole he is rewarded with a $2.00 payout, regardless of whether Red Stop or Green Go lights are on. At the bottom of the playing field are three holes and if the ball goes into one of these when the Green Go light is on, he receives the award indicated by the odds changing disc. No award is paid if the Red Stop light is on.

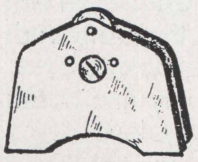
It is said that the sensational rotating odds changer not only gives added flash to Stop and Go, but also supplies ten times more excitement and thrill to the play as the odds are not known until the ball lands in one of the payout holes.

Jack Keeney's man, Becker, states that Stop and Go will be sold under the regular Keeney Seven Day Return Privilege Guarantee.

Several men, and not one idividual, hold credit for discovering photography.

France paints letters on crossties on railroads to show airmen directions.

ROLLER BEARING
Percentage Regulators



MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, $5.40 per dozen, $40.00 per hundred. No. shipments made without reasonable deposit.

M. T. DANIELS
1025-1027 University Ave.
Wichita, Kansas

"PREAKNESS" GETS HEAVY PLAY

"Bally's gone and done it again!" exclaims Ray Moloney, president of Bally Manufacturing Company, in jubilation over the success of the new "Preakness" 1-shot Changing Odds Payout game. "Not since Jumbo," Ray declared, "has there been so much ethusiasm, so much excitement, so much cheerful conviction that here at last is a money-maker extraordinary!"

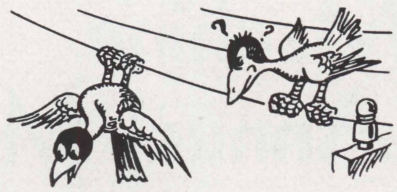
"Collection reports now coming in on the first few hundred 'Preakness' machines shipped show a decidedly higher daily average than has been the rule for some months past. This indicates two things—first that the heavy cool-weather play is now in full swing and second that Preakness has what players demand—action, suspense, and a real opportunity to obtain worthwhile awards by skill."

"Preakness" is described as giving the player from 1 to 7 selections each play—that is, 1 or more numbers, up to a possible total of 7, light up on the back-board at the start of each game; and player receives award by shooting ball in any pocket numbered the same as one of the selections. In addition to this each number has an award for Win, Place and Show position—and also for 4th Place Purse. This means that there can be as many as 28 winners open on the board at one time. Odds change every game and range from 2-to-1 up to 40-to-1; and big odds are said to appear frequently enough to maintain interest at high pitch.

SELECTIVE SEVEN-PLAY SPINNING REEL MACHINE PRODUCED BY EXHIBIT

After more than a year and a half of intensive location tests and continuous engineering and research, Exhibit Supply Company, according to Leo Kelly of Exhibit is now starting to produce its Selective Seven-play Spinning Reel Automatic Payout Machine which they call CHUCK-A-LETTE. CHUCK-A-LETTE is a beautiful floor model machine that contains three large size Bell Machine type reels. Instead of the regular Bell Machine fruit symbols, however, dice symbols are used. There is a selector device that allows seven coins to be played on dice symbols of the players own choosing. Payout is automatic and location tests are said to have proven this machine a great money maker.

Oh, trying to be funny, eh?



"I was so drunk last night I rang doorbells."
"So that's your idea of fun, eh?"
"Not at all. I couldn't find my own house."

"Y' love this jane?"
"Yep, your honor."
"This your bimbo, girlie?"
"You said a mouthful, judgie."
"S'nuff. He's your'n. You're his'n. Ten bucks and take the air on the right. Next."

"But, dad, Jack has got character. You can read it in his eyes."
Father: "Then, Betty, I've just blackened his character."

Doctor Richard Hoffman, the eminent psychiatrist swears he overheard this conversation on the subway.
"Ya' like t' read?"
"Ye'h."
"Wha'cha like t' read?"
"Oh, Lil' orphannanie, Popeye 'n' Flash Gord'n."
"Ya' like O. Henry?"
"Naw, de nuts git in me teeth."

Freddie the Frosh combs his hair every night before going to bed—some night he expects to meet the girl of his dreams.

Mr. O'Brien: "Shure an' Oi miss that old cuspidor that wuz there by the door."
Mrs. O'Brien: "Yez missed it befure. That's why it's gone.

A man wandered into a tennis tournament the other day and sat down on the bench.
"Whose game?" he asked.
A shy young thing sitting next to him looked up hopefully.
"I am," she replied.

Said the smart little waitress, slipping up beside the customer: "I've got deviled kidneys, calves' brains, pigs feet, chicken livers and—
"Forget it, sister!" growled the cranky diner, "I've got a headache, eczema, fallen arches, corns, a bunion, three warts and an empty stomach. Tell your troubles to someone else and bring me some ham and eggs."

The grizzled mountaineer sat in the kitchen with his wife drinking corn liquor out of a gallon jug. At four A.M. the door opened and their pretty eighteen year old daughter breezed in.
The old man jumped up. "Where yo' been?" he thundered.
"Nowheres" returned the girl easily, "Nowheres."
The mountaineer slammed the jug on the table. "Don't you lie to me," he bellowed. "Any girl who comes home sober at this hyer hour has been up to something."

Wife (to late returning husband)—Is that you, John?
John—It's better be.

"Did I tell you that Ronald took me out in his car last night, mother?"
"No. Did you have any trouble keeping him from going too far?"
"Not a bit. He wanted to pet as soon as we'd turned the corner."

WESTERN EQUIPMENT REEL RACES

Thundering hoofs . . . the thrill of the straining effort at the stretch . . . jockeys whipping them in . . . the crowd's frenzied yells . . . urging their horse on . . . there is a tremendous amount of appeal created merely by the mention of these phrases.

A counter machine has its limitations and while not physically and mechanically capable of providing all the dynamite excitement of the actual horse race . . . its relationship is so direct . . . the interest of its similar play is sufficient to have made Western Equipment's REEL RACES "The Kentucky Derby" of the automatic amusement machine industry.

Capitalizing upon this theme which has such universal interest, operators throughout the country have virtually "gone to town" in both placements and actual profits. Upon the launching of this popular machine, operators immediately responded, attracted by the tremendous possibilities of REEL RACES. Within a comparatively short time all the expectations of this device have been more than fulfilled.

Behind the production of REEL RACES stands the high standard of Western Equipment's manufacturing policy. Nothing was sacrificed in the way of costs . . . no minute detail was overlooked . . . until Western's engineers were completely assured of this machine's outstanding mechanical perfection.

This amusement game is essentially simple in operation. All that is required of the player is the pressing of a stream-lined lever after the insertion of a coin. Then the reel is off, racing towards a finish that has all the suspense of any horse race. In a few seconds the reels come to a jar-proof stop. If the numbers of the first two reels match, the third reel designates win, place or show. The fourth reel shows the award on win, place or show.

To meet the vast nation-wide demand for this proven profit-making counter game, Western Equipment & Supply Company is on full production. While orders are tremendous . . . . the shipping force is keeping pace . . . and making immediate deliveries.

That Milwaukee man who consumed a bucket of beer at one sitting may be spoken of as outside the pail.

Texas Music Machine Operators in Annual Meet

By Aaron Smith

FROM the moment President H. W. Thompson rapped for order until the last word was said at the banquet of the annual meeting of the Texas Music Machine Operators Association, held at the Jefferson hotel in Dallas, Sunday, October 11, it was apparent that much constructive and protective work had been done during the past year and the way paved for still further advancement.

Net results of the meeting were a better understanding of the music machine operating business in Texas, some of the conditions it is facing, and above all, the need for full cooperation of those engaged in this branch of coin machine operation.

The meeting was called to order at 2 o'clock, P. M., by President H. W. Thompson of San Antonio, who referred briefly to the past year's work of the Association. He mentioned the minutes of last year's meeting and a motion prevailed dispensing with the reading of them, after which he called on Secretary Don Laws of Dallas for his financial report.

The financial report of the secretary accounted for every dollar collected and disbursed by the association and was a remarkable record of accomplishment for the amount of money actually expended. The report was approved and accepted by unanimous vote.

President Reviews Year's Work

By way of supplementing the report, President Thompson gave a rather comprehensive review of some of the things the Association had done for the music machine operators, and that it had been accomplished without asking for a single dollar donation. By economical management and judicious expenditures of the Association's money and by services of officers without pay, the Association had kept within its income from dues. He stressed the need for active work right now and through the coming year and called upon all members to pay their dues promptly so that the Association may not be hampered in its work.

Here the President suspended further proceedings to allow members who had not done so to pay their next year's dues. Harry Drollinger took the floor to emphasize some of the effective work which the Association had accomplished. Among other things he showed conclusively how the Association, through the courts, had saved each member $20 last year. But this was only one service, he said, and the remarkable part of it was that it and many other benefits were obtained at the low cost of a membership fee of only 50 cents for each machine.

Dick Cowan of Fort Worth was called upon and he gave a report of the legal status of the industry and voiced the opinion that the tax law passed by the last legislature would be declared unconstitutional.

Other speakers urged the importance of keeping up the work of the Association and offered to double their payments. The president promptly rejected such offers and

Texas Music Operators' Banquet at Jefferson Hotel, Dallas

continued that every member and every person in the industry was receiving equal benefits and that each one should pay 50 cents on each machine operated, which was a reasonable amount for dues. He emphasized his former statement that without funds to meet the running expenses, the organization could not function.

National Secretary Darling Introduced

Recognizing some prominent visitors in the audience, President Thompson announced that they would be introduced during the evening at the banquet. Just now, however, he did wish to introduce C. S. Darling, secretary of the Coin Machine Manufacturers Association. In a few words of greeting Mr. Darling expressed his pleasure at being present.

Officers Elected

The election of officers resulted in the re-election by acclamation of Thompson for president and Laws for secretary, after Earl Reynolds had been nominated and declined to have his name considered, saying that Mr. Thompson and Mr. Laws should be re-elected.

The selection of the executive committee was left to the president with the hope that he could secure a full committee of active workers.

A code of ethics was presented by the president and adopted by the convention. Among other things it provided for closer co-operation among members, protection of each other in their locations and against any member buying from manufacturers who knowingly sell or attempt to sell to stores and location owners.

Question of Taxation

Taxation is a live topic in every industry these days and especially so in the music machine business where it takes on the form of an occupation tax, which has never been popular in Texas. When this subject was mentioned, Mr. Darling was called up for information in regard to other states and responded by saying that in some states music machines were being taxed, but in most states they were not.

President Thompson emphatically opposed any taxes whatever and gave it as his opinion that no compromise should be offered. Others thought that a tax was inevitable and that the Association should consider what kind of tax would be least oppressive or at least not put music machines out of business.

After a pretty general discussion in which A. C. Hughes of Dallas, Harry Drollinger, S. H. Lynch, Arthur Lee Moore and others took part, a resolution was adopted giving it as the sentiment of this convention that any tax on music machines is unfair and unjust.

The Banquet

A sumptuous banquet and floor show on the roof garden of the Jefferson, provided by Secretary Laws, was a happy climax of the day's proceedings and was enjoyed by more than 100 members and their wives and sweethearts.

Tom Murray of the National Coin Machine News of Fort Worth, presided as toastmaster, and at the speakers table were Homer Capehart of New York, Irving Sommers of New York, C. S. Darling, Chicago; Mr. and Mrs. H. W. Chandler, Dallas; Harry Drollinger, Dallas; W. H. Thompson, San Antonio; S. H. Lynch, Dallas; Earl Reynolds, Dallas; Arthur Lee Moore, Ft. Worth, and O. J. Branch of Automatic World, Ft. Worth.

Harry Drollinger was called to preside and as the dinner progressed representatives of manufacturers and distributors and some of the operators were introduced and given a hand. Some of them responded with brief talks while others merely took a bow.

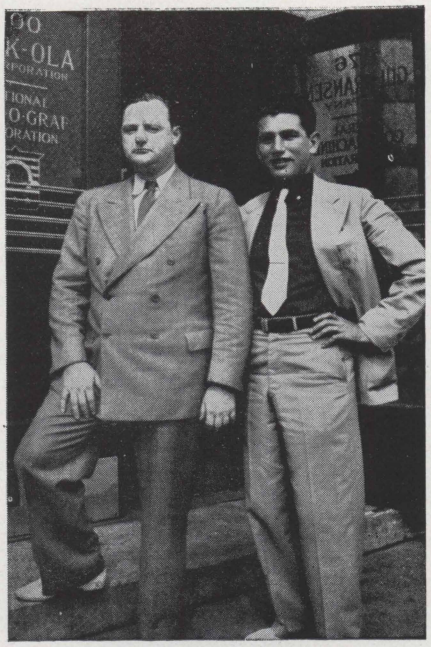
C. S. Darling of the manufacturers association of Chicago expressed his pleasure at being present and taking part in the meeting of such a live bunch. Homer Capehart of the Wurlitzer Company likewise bespoke his satisfaction at meeting so many good friends. He also complimented the harmony and co-operation which prevailed among Texas operators.

W. H. Thompson, president of the Music Machine Operators, was glad to see so many present and was pleased to work with the Association. Mr. Boyer of the Capehart Corporation was glad to be present and wished the Association and members the greatest success. Earl Reynolds of Dallas considered all coin machine operators as one big family and was always glad to work with any branch of the industry.

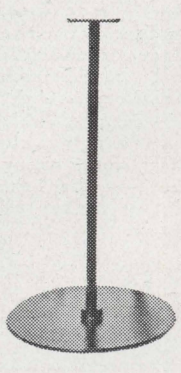
Bill Landsheft of the advertising firm of Landsheft & Bonning, Buffalo, N. Y., flew down to the meeting, it being his first airplane trip and first visit to Texas and he enjoyed both.

Others introduced and acknowledging their reception were, J. A. Darwin, Orange, N. J.; Al Mendez of Louisiana; Don French of San Antonio; C. W. Percy, one of the oldest operators in Texas, Don Laws, Dallas; Bob Bleekman, Danville, Ill., and Mr. Kramer whose address we did not get.

After dinner a splendid floor show was presented by Dallas talent, followed by music and dancing.



LEFT, MR. CARL TRIPPE, THE congenial owner and general manager of the Ideal Novelty Company, of St. Louis, and his chief assistant, Mr. Jack Rosenfeld. Mr. Trippe is selling more Rock-Ola Multi-Selector phonographs every month than he had expected to sell during the entire year, when he first took on the distributorship. Mr. Trippe and Mr. Rosenfeld recently paid a visit to the Rock-Ola plant and placed a large order of Rock-Ola Multi-Selector phonographs to be shipped every week to get the benefit of carload freight rates, as well as enabling Mr. Trippe to fill immediate orders for delivery. Mr. Trippe told Mr. Rockola that the business conditions around St. Louis in the coin machine industry were never better.



IRON STANDS

FOR PEANUT AND BALL GUM MACHINES

PRICE

$1.35 Each

F.O.B. Fort Worth
Shipping Weight
20 Lbs. Each

F. C. EWING Co.

The Operator's Friend
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.

CLAIM KEENEY STOP AND GO 5 YEARS AHEAD OF TIMES!

Even though taxed to what has seemed the utmost in producing Bowlette in sufficient quantities to keep up with the demand, the J. H. Keeney and Company has nevertheless taken time to develop and make necessary arrangements to manufacture an electrifying new one ball payout game Stop and Go.

Stop and Go was launched with the largest first run ever put through by this concern on a new game. This record first run was made necessary because of the great number of first and sample orders received for this new Keeney creation.

Jack Keeney claims that Stop and Go is five years ahead of its time from the standpoint of play principles and perfected mechanical innovations; such as the "perpetual motion" odds changing disc and a power operated shuffle board which does away with the operation of the shuffle board off the coin chute. Payout percentage, too, is adjustable in Stop and Go.

Stop and Go provides unlimited payout possibilities for the player and permits him to play an indefinite number of free games as long as certain lights are made simultaneously with the making of the payout holes.

This and many other advanced desirable features have been incorporated in Stop and Go so as to make it one of the most outstanding games yet conceived.

Stop and Go is now on display in the salesrooms of the various Keeney distributors and immediate deliveries are being made on all reasonably sized orders.

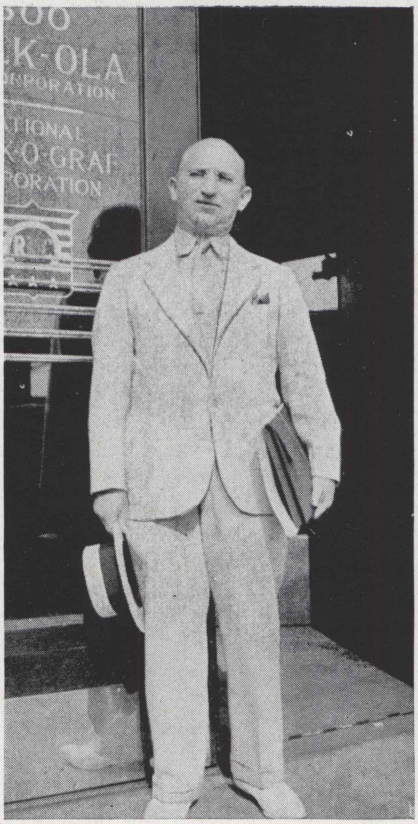
Nobody ever lost money by paying off the mortgage on his house.

LITTLE NUT TYPE C TWIN

for the price of two machines, no charge for the floor standard; will stand the weather; weight 25 lbs.; double play and double pay on every spot — the best money maker of today.

LITTLE NUT VENDOR CO.

Lansing, Mich.



OF COURSE, EVERY ONE WILL recognize the above gentleman, Mr. B. D. Lazar, who with his brother "J. D.," comprise the heads of the famous B. D. Lazar Company, of Pittsburgh, Pa. Mr. Lazar had this anything but flattering picture taken in front of one of the 20 buildings of the Rock-Ola Mfg. Corp.

NEW GAME IN PRODUCTION SOON

Officials of the Exhibit Supply Company, and Superintendent Bruno Radtke, made a flying trip to Fond du Lac, Wisconsin, recently at the request of W. F. Schmidt, of the Wisconsin Novelty Company.

The object of the visit was to give a demonstration of Exhibit's new Chuck-A-Lette Machine, which was placed on location for several days.

Operators from surrounding territory were on hand to watch the operation of the machine and to note its reception among players. It was the concensus of opinion that Exhibit has a new number in Chuck-A-Lette, that will equal if not exceed in fascination, many of the horserace games, as well as slot machines.

As a result of the visit, some very fine business was secured for the Chuck-A-Lette Machine, which will be in production very soon.

O. D. JENNINGS LEAVES JUDGMENT ON FLICKER TO "JURY"

A clever mailing piece of the machine, Flicker, manufactured by the O. D. Jennings Company, 4309 West Lake Street, Chicago, was received this week.

The theme used is a well written letter to the "Honorable Judge, and Gentlemen of the Jury" giving unsolicited testimonials in the form of "Exhibit A," "Exhibit B," etc. The order blank carries out the idea of a "Jury Ballot" as to whether the Flicker machine is "Guilty or Not Guilty of being the most sensational pin game ever offered to the trade." A most effective lay-out, and Mr. H. M. Bransom is to be complimented upon this interesting presentation.

PRECAUTION

It was early evening. Along the country highway walked a beautiful young maiden. She looked neither to the right or left.

Along came a dilapidated flivver: "What say, Honey?" sang out the driver. "Would you like to take a little ride?"

The girl looked up scornfully, "On your way," she retorted, "I don't care to ride with strangers."

The flivver chugged away, the girl continued to walk. Some ten minutes another old machine chugged up. "Hey, baby," yodeled the driver. "You wanna lift?" The girl stiffened, "On your way," she repeated, "I don't care to ride with strangers."

The second car rolled away. The girl strolled on. And a short while later, an expensive limousine stopped beside her. "Good evening, young lady," said the driver. "Can I take you anywhere?"

The damsel eyed the classy car. She gazed at the driver, "What's your name?" She asked. "Tom" the driver replied. The girl nodded and stepped into the machine. The car started off, the driver turned to the girl.

Tell me, he questioned. "Why did you ask me my name?"

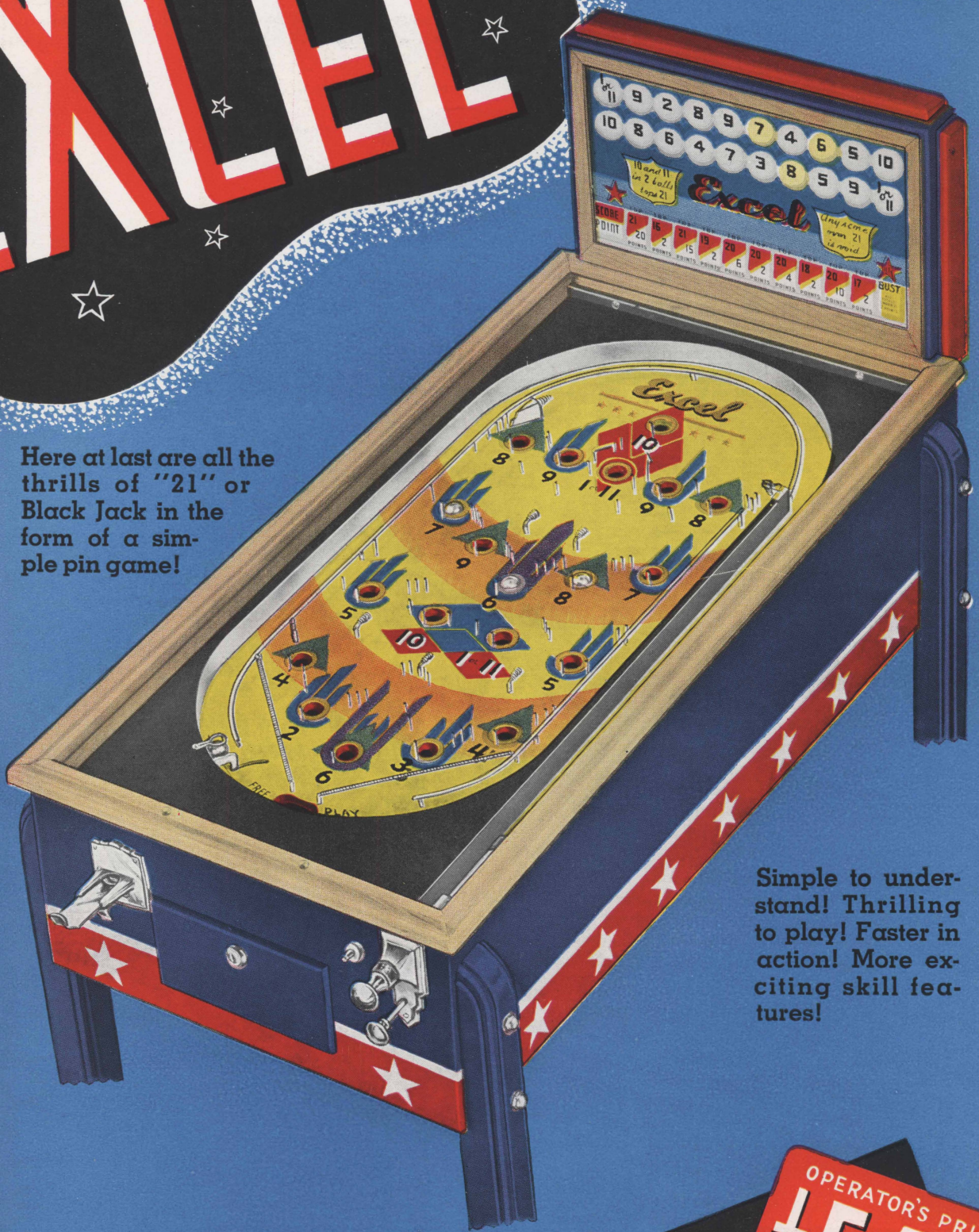
The girl shrugged, "Because," she explained. "I don't care to ride with strangers."

If we know what we want we can usually get it.

The nice thing about a dull party is that you get to bed at a decent hour.

EXCEL

EXCELS EVERY PIN GAME EVER BUILT SINCE THE VERY FIRST DAY THAT PIN GAMES WERE BORN!



ERE'S THE PLAY

XCEL play combines all e best elements of LIGHT CTION — THRILL — and KILL! Entirely different om any pin game in orld history! HERE GOES HE FIRST BALL—

p — it lands in the No. 9 ole! (No. 9 lights up on ackboard). Player now hootssecond ball. Itglides to No. 8 hole! (No. 8 lights p on backboard). Player's OTAL of 2 balls is now 17.

o shoot — or to stay? hat's the question! Player ecides to shoot! He tried r No. 4 hole—MISSED— UT—ball goes into No. 3 ole (No. 3 lights up on ackboard). TOTAL is now .

ayer STAYS! He presses utton near coin chute. LICK—and "Top 19 for 4 oints" lights up on the ackboard! Player WINS He had 20!

portant: By pressing e button, player has auto- atically locked game! e can't shoot any more lls, before inserting an- her coin.

XCEL IS THE FASTEST ONEY-MAKER IN HIS- ORY! Complete play llows "Black Jack" or el "21".

y score over 21 is a ST—player cannot win, t oh—what fun! A dol- 's worth of amusement a nickel that's why y play it for hours at a etch.

Here at last are all the thrills of "21" or Black Jack in the form of a simple pin game!

Simple to understand! Thrilling to play! Faster in action! More exciting skill features!

OPERATOR'S PRICE

$54.50

Tax Paid. F. O. B. Chicago

Thrilling! Exciting! Different! Play based on the world's most successful counter game—Daval's Reel "21"! EXCEL is actually "Black Jack" or the "Old Army Game" of "21" in pin game form. No scorecard necessary. Number of balls played entirely up to player! EXCEL gives you pay table profits at pin game price!

RUSH YOUR ORDER TODAY!

DAVAL PRECISION BUILT THROUGHOUT

517 Canal St., New Orleans, La.
527 N. W. 9th St., Oklahoma City, Okla.
1018 Jennings Ave., Ft. Worth, Texas
407 Main Ave., San Antonio, Texas

Electro Ball Co., Inc.
1200 Camp Street • DALLAS, TEXAS

125 So. 7th St., Waco, Texas
804 10th St., Wichita Falls, Texas
1706 Fannin, Houston, Texas
593 Linden Ave., Memphis, Tenn.

Daval's RACES

THRILLING, TRUE HORSE RACE ACTION

"It's the BEST Counter Game - When It Bears the DAVAL Name!"

SIMPLE TO UNDERSTAND — FASCINATING TO PLAY

WIN

OMAHA WINS! PAYS 40 TO 1!

Note how easily player can tell winner! Third or player's CHOICE reel shows horse is OMAHA; center reel or finish of race shows OMAHA in first or WIN position; and first or ODDS reel pays winner 40 to 1!

PLACE

TOP ROW PLACES! PAYS 10 TO 1!

Quickly visible to player who sees that Third or CHOICE reel is TOP ROW; center reel or FINISH of race shows TOP ROW in second or PLACE position; and first or ODDS reel pays PLACE horse 10 to 1!

SHOW

ZEV SHOWS! PAYS 5 TO 1!

The complete action and payoff in a glance! Third reel or player's CHOICE shows ZEV; center reel or FINISH of race shows ZEV in third or SHOW position; and first or ODDS reel pays SHOW horse 5 to 1!

NO SCORE CARD NECESSARY! Not only is Daval's RACES "The Most Beautiful Counter Game in History" but it is the easiest and quickest to understand! RACES is actually a thrilling race—created by the speedy, silent spinning reels, giving the players all the thrills of the "King of Sports" plus odds from 2 to 1 up to 40 to 1 and brought to you—AT THE LOWEST PRICE IN HISTORY FOR SUCH BEAUTY AND GUARANTEED QUALITY CRAFTSMANSHIP!

$175.00
TAX PAID
4 WAY PLAY
1¢ 5¢ 10¢ 25¢

517 Canal St., New Orleans, La.
527 N. W. 9th St., Oklahoma City, Okla.
1018 Jennings Ave., Ft. Worth, Texas
407 Main Ave., San Antonio, Texas

Electro Ball Co., Inc.
1200 Camp Street ● DALLAS, TEXAS

125 So. 7th St., Waco, Texas
804 10th St., Wichita Falls, Texas
1706 Fannin, Houston, Texas
593 Linden Ave., Memphis, Tenn.

Golden Gate Gleanings

Golden Gate Avenue, San Francisco, the lane along which motion picture distributors have their offices, is also the headquarters for a majority of the boys who cater to the automatic industry. Like a golf game, however, one must be a good pedestrian for the establisments string out along the avenue from Market to Fillmore. Practically every nationally-known device is represented here, in addition to those manufactured on the Coast.

* * *

Jack R. Moore (whose slogan is "More Jack? See Jack Moore") has just returned from the Northwest where he completed the organization of his string of offices from Seattle to Los Angeles. At Spokane his branch will be in charge of Herman Levin; at Seattle, by Al Gustafson; at Portland, by Ralph Bend; at Los Angeles, by Minthorne and Sutton. Jack is exclusive West Coast distributor for Jennings products and Northwest Coast distributor for J. P. Seeburg Corporation. He also acts as distributor for J. H. Keeney & Co., C. R. Kirk & Co. and Pacific Amusement Mfg. Co.

* * *

Western Automatic Machine Co. is working on the development of new machines, which will shortly be on the market.

* * *

Wynn Novelty Company has just purchased a carload of Imperial Diggers.

* * *

Einar Wilslev, manager of Viking Specialty Co., who recently moved from 632 Polk Street to 530 Golden Gate Avenue, reports the distribution of their new "Happiness" key rings is reaching national proportions, with orders coming in from Maine to Mexico.

* * *

The new establishment of "Bradley's 5 and 10" on Fillmore Street, which has the "longest bar in the world" and features a quart of beer for a dime, has installed down the center of the new lounge a series of Rotary Table Games, installed by the O. K. Novelty Sales Co. of San Francisco. Patrons seated in comfortable settees can play the ball games while sipping cocktails. This establishment also controls their patrons who might have imbibed too much, by displaying placards stating: "Prices subject to change without notice."

* * *

Irving Bromberg Company has taken over the National Amusement Company at Los Angeles, and has also enlarged their San Francisco quarters on Golden Gate Avenue. Manager Joseph Ziff reports their new game "Champs" going over in a big way.

* * *

Among recent visitors to Automatic Row were: Louis Polin from Klamath Falls; Fred Hutchinson of Santa Rosa; Curley Dressin, of Healdsburg; Ed Blumenthal and wife from Los Angeles; Tom Gardner of Sacramento, and Mr. Reinart from Marysville.

* * *

Marx Bros., with a chain of cigar and play stores, has opened up a new branch at 30 Montgomery Street, San Francisco.

Clutching Claw Game Held to be Legal

It's all in knowing how. So, a jury decided recently in Judge Thomas Foley's court, in a case involving the "Clutching Claw" game. Claw machines were confiscated from Louis Herlick, a downtown merchant who believed in providing games of skill for his patrons. Assistant District Attorney Arthur Ohnimus, asserting that the laws of physics and of gravity were useless in winning a prize from the machine, called upon the arresting policemen to demonstrate. Gravely they deposited their nickels and sought vainly to secure a prize. However, they were followed by a parade of ten men and women brought to court by the defense, and each in turn were able to catch the attractive prizes encased in the machine. It took the jury only seven minutes to decide that the Clutching Claw was a game of skill and not of chance, and the defendant was vindicated and his machines returned to him.

Paramount Automatic Machine Co.

A new corporation, the Paramount Automatic Machine Co., was recently organized in San Francisco, with a capital stock of 1000 shares, no par. The directors are Albert B. and Florence McVeigh, and Mike Antonelli, all of San Francisco.

Friden Calculating Machine Co. Moves

The Friden Calculating Machine Co., now at 4926 East Twelfth street, Oakland, has moved to new and larger quarters erected for them at Washington avenue near 132nd street. San Leandro, where they will occupy 30,000 sq. ft.

Golden Gate Novelty Company Sells Skee Ball

Mrs. F. Church, operating as Golden Gate Novelty Company, reports a big demand for the Skee Ball game, which she has recently taken over for distribution.

Jack R. Moore Opens New Los Angeles Office

Jack R. Moore, with headquarters in Portland, and branches throughout the Pacific Coast, has just completed his new Los Angeles office, which is located at 1517 West Pico.

Art Brant, of Moore's San Fran-

SUBSCRIPTION BLANK

Automatic World
P. O. Box 765,
Fort Worth, Texas.

$1.00 for 15 Months
$2.00 for 3 Years

Enclosed find ..... Dollar(s) for ..... years subscription to your magazine.

Name .....

Address .....

City or Town ..... State .....

Operator ..... Jobber ..... Manufacturer .....

.....

cisco office, reports the new Keeney game "Stop and Go" is meeting with instant success on the Coast.

San Francisco Music Operators Association Dormant

The newly organized San Francisco Music Operators Association, created several months ago, with William Corcoran as president, and A. J. (Tony) Campagno, as secretary, has gone into a sort of "twilight sleep" but there are hopes of reviving the organization at a later date.

Ten-O-Winn Corp. Organized

The Ten-O-Winn Corporation has recently embarked upon the amusement ocean, with offices at 471 Jessie street, San Francisco.

San Francisco May Install Parking Meters

In spite of vigorous opposition from automobile and civic organizations, the Board of Supervisors of San Francisco is flirting with the installation of 5c park-o-meters in the downtown area. Fifteen hundred meters, costing $58 each, were recently installed in Huntington Park, Cal.

Charles Fey Develops New Game

Charles Fey Mfg. Co., Inc., of 1885 Mission street, San Francisco, is putting out a new game called "Skill Draw," with two plays for one coin. This old established firm has produced many popular games since 1889, and its "Three Cadets" game, manufactured in Chicago, is still going strong. Charley Fey is contemplating manufacturing his new game in San Francisco, and may move to larger quarters.

O K Novelty Sales Co. Operates Two Locations

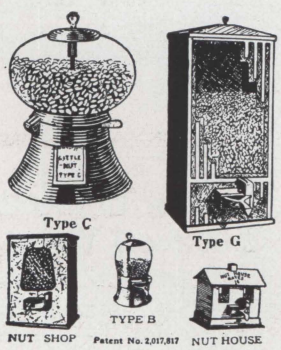
The O K Novelty Sales Co., with headquarters at 84 Turk street, operates two establishments in San Francisco, one at that location with 40 pin games and 4 dispensing machines, and one at 1136 Market street, with 30 pin games and 4 hoists, the largest number of machines on the Coast. It is negotiating for the distribution rights for a Rifle Range line.

Rudolph Wurlitzer Co. to Close its San Francisco Branch

The Rudolph Wurlitzer Co. is rapidly winding up its branch affairs in San Francisco, and will hereafter be represented only by outside dealers. Its present location at 134 Golden Gate avenue will be closed, except for collection purposes, although its violin department at 150 Powell street, will be maintained.

E. T. Maple Music Co. Sells 10th Carload of Wurlitzer Simplex

The E. T. Maple Music Co., 284 Turk street, San Francisco, is establishing some sort of a record in disposing of a carload each week of the Wurlitzer Simplex machines. It also reports a big sale of Speed Ball.



LITTLE NUT VENDOR CO.
Lansing, Michigan

FACTORY PRICES ON LITTLE NUTS

Type B	$2.50
Type C	3.50
Type G	3.50
NUT HOUSE	3.00
NUT SHOP	2.50

50c extra for postage on samples

LITTLE NUT VENDOR CO.
LANSING, MICH.

GERBER AND GLASS STEAL SHOW

Gerber and Glass again steal the seasonal show in the automatic amusement machine industry with astounding line of values in used machines.

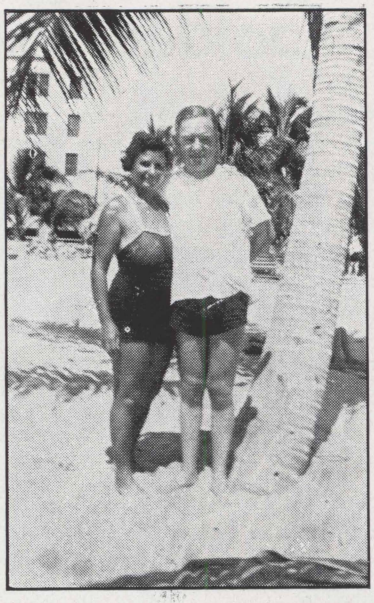
Refusing to place a used machine on the market until it is thoroughly reconditioned, this company has built a reputation on the quality of these reconditioned machines. Without exaggeration an amusement device that has gone through the Gerber & Glass rejuvenation process is as good as new.

Operators have learned by now that there is an opportunity for real bargains in this organization's policy of offering only the best at the lowest possible prices.

Gerber & Glass have created a feeling of confidence within the entire industry by backing each of their reconditioned machines with the guarantee to each customer of full satisfaction or no sale.

From the point of view of some people the era that ended in 1929 will not be liquidated until every man is reduced to a single pair of pants.

The only way to be rid of the worry about the things we have not done is to do them.



MAX HURVICH OF BIRMINGham Vending Co., Birmingham, Ala., one of "The Gold Dust Twins" spends time in Miami, Fla., getting a little more of that Gold Dust color! Mrs. Max Hurvich appears more "Gold Dusty" than does Max, in recognition of which she now becomes the third member of the "Gold Dust" family, which will be called "The Gold Dust Triplets." Rush that Gold Dust complexion, Max!

CONVERSATION AT HOME

Why can't the bottle opener be kept in the right place? . . . Who tends to the mending around here anyway? . . . I don't know where you think I get the money to run this place . . . What time did the children get in last night? . . . I wish you'd leave enough gas in the car so that I can get to a filling station when I leave for work. . . When did you buy your last hat? . . .I don't see anything wrong with that dress you've got on right now . . . Why ask me what I want for dinner when I'm eating breakfast? . . . I don't remember what she said . . .Somebody telephoned while you were out . . . I didn't ask the name . . . You may like them but I don't . . . I like you fat so why worry? . . . Why not turn off that radio? . . . I'll need $20 today . . . I've got to take a long trip . . . Have you heard about the Joneses? . . . Did you send that check to Junior, today?

You don't see a man nowadays walking along the street picking his teeth any oftener than you see a horse and buggy.

NEW ORLEANS and LOUISIANA NEWS
CONDUCTED BY
ADAM LEIDENHEIMER

The first crisp days of autumn find coin machine operators making ambitious preparations for the big winter season. The demand for new equipment is reported to be considerably better than for some time, especially in the rural areas where bumper crops of cotton, the King of the South, rice and corn, have brought millions of dollars of new money into circulation and the country folk find themselves seeing the light of day for the first time in many years. The big improvement in the lumber industry with prices at the best levels in over a score of years is another fine asset for easier credit and therefore freer spending money in the Pelican State.

This area continues to go strong for the bowling games but it would be untrue to say that any less attention is being given to play and distribution of the 1-ball pin game. Gottlieb, Bally, Western Equipment, Rockola, Buckley, PAMCO, and dozens of other manufacturers' representatives in the state report continued good demands for their latest creations and it's a real hard job to find anybody who is outright pessimistic about chances for this winter being the best in many, many years.

True, taxes are ever mounting against the operation of the pin games, phonographs and other coin devices. Only a few weeks ago, the Southern Metropolis officials put into effect an increase of 50 to 100 on phonographs and 25 to 50% larger operating cost on pin games and other devices, even the lowly penny scales and venders. On top of this, the state has instituted this month a "luxury" sales tax of four per cent on sales of everything but a few of the direst necessities of life and, of course, coin machines are not classed as direct necessities and so a rate of $4 on a $100 machine sale is raked off along with the other "blood" money paid out for operation of the "over-accused" little pin game.

But these added burdens are not holding down the industry to any noticeable extent because distributors and operators believe that the thrill of the new ideas now being shipped out of the big coin machine factories are too great not to offset these mounting costs.

A recent visitor to the state was Jimmy Johnson, head of the Western Equipment Company. Operators of this section knew Jimmy was coming for some time and were prepared for the worst when he finally did show up at The Roosevelt in New Orleans. And did they throw him a party, well you just ask Ray Bosworth for instance. Ray is still hoping to recover from the shock of the fireworks and firewater.

Had a card the other day from Harry Batt who is resting up after the strenuous summer season at Pontchartrain Beach, lakeside resort of New Orleans. Harry is up at Hot Springs taking the baths inside and out. Just to make sure he was getting his money's worth before going to the Springs, Harry whooped it up for several days at the Centennial at both Dallas and Fort Worth. Harry's trip to the Centennial was said to be two-fold, however, because he went there to book up some new talent for the 1937 season at his beach.

Passing through New Orleans recently on his way back to his home in Houston after several months touring of Europe was Max Friedburg, head of the Fried Novelty Company. Max visited his parents in a country village of Russia while spending a few weeks in that country and he says that he is now resting easier over their living conditions.

The rural people of the Soviet Republic are very happy," Max says. "It now appears to me that we Americans have a false impression as to their living conditions. All of the people I saw in that part of Russia were happy and extremely healthy looking."

While "Over There" Max also visited Paris. Asked how he enjoyed himself in the fun-loving city of Europe, Max merely said, "Vive la France."

Burt Trammell, newly appointed manager for Louisiana territory for Electro Ball, Dallas, reports a brisk demand for Rockola, Watling and Seeburg pin machines and phonographs in his area. Returned from a recent trip on the East Gulf Coast, Burt sold more than a dozen Seeburg phonographs and an equally goodly number of Rockola bowling machines.

Gottlieb of Chicago has appointed the New Orleans Novelty Company as Louisiana distributor for the firm's full line of machines and Louis Boasberg, head of the firm, already reports fine results with several of the firm's newer models of one-ball machines, especially College Football. A former football star of Tulane University when that college eleven played in the Rose Bowl game for the country's championship several years ago, Louis is thrilled by the bright prospects for this newest of games and predicts that its timely distribution insures its success. The New Orleans Novelty Company, one of the oldest operating and distributing firms in the state, is also one of Louisiana's largest operating setup.

Operators in Louisiana are bumping into a little difficulty with the state's new five-mill "luxury" tax tokens. Just the size of the quarter, ops have been force to closely watch machines with the two-bits slot. One operator at Baton Rouge reports having found more than a hundred of these tokens with a triangular hole in them recently in a quarter slot machine. The one-cent tokens are the same size but are entirely too light, to cause much trouble, having no brass in them as contained in the five-mill tokens. Both tokens are entirely too large for the five-cent machines.

Joe Hainnie, owner of the Crescent Garden, big entertainment spot of the state capital city, Baton Rouge, reports fine business in his eating place as well as in his machine operating business. Joe is

ADVANCE VENDING MACHINES

More Than 100 Models
Send for 1936 Catalogue

ADVANCE MACHINE CO.

4647 Ravenswood Avenue
CHICAGO, ILL.

always up to the minute in ideas and this is the secret of his success. He has just purchased several of Gottlieb's new Derby Day from the New Orleans Novelty Company.

Any number of operators in New Orleans and surrounding section are trying to persuade Miss Claire Pace, daughter of the genial Julius, to attend the coin machine show in Chicago this year. Miss Pace is one little lady who thoroughly understands every phase of the coin machine business. Whenever you go to see Julius and ask him anything under the sun, he immediately turns around to his daughter Claire for the answer.

A story is going the rounds in Baton Rouge concerning a reputed bigtown "slicker" who came to town several days ago and fattened his exchequer through the use of a system on the many "horse racing" types of machines now operated there.

This fellow is believed to have been connected at one time with one of the factory forces and now "on the loose." His racket is to play only at the spots where the machines are heavily played in town and by use of what has been described to us as a "double nickel" insertion, has been playing a combination which he evidently learned in the machine making factory. In one instance alone, an operator tells us, he stripped with his system the entire contents aggregating a big sum and in addition ran up on the same machine a $12.50 due bill which the location owner paid out "over the counter."

Location owners who have fallen victim to this "slicker" say there is no telling just how many hundreds of dollars he carried out of Baton Rouge alone not to mention other parts about which he spoke to fellows who stood around and watched him do his dirty work.

He is no longer around these parts because word has been sent to the machine operator in Baton Rouge and other ops are being warned to keep on the lookout for him although one report is that the guilty bird has been caught and being held incognito.

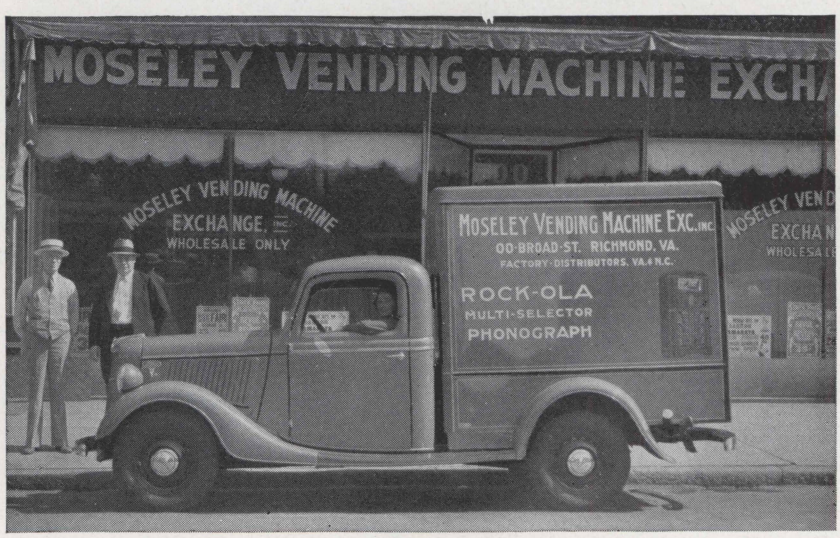
Well dressed at all times, this fellow is described only as being about 50 years old.

OPERATORS AT SAN ANGELO REPORT FLOOD LOSSES

Dewitt Haley reported that the flood in San Angelo caused considerable damage, estimated at $5,000,000 and left about 800 families homeless.

Mr. Haley, a West Texas operator, said that he lost ten marble tables. Other operators who suffered losses were Pano H. Karr, who lost five marble tables and three phonographs; and Clabourn Lindley who lost seven tables.

Mr. Haley and Mr. Karr were in Dallas attending the meeting of the Texas Association of the Coin Machine Operators.



THIS PICTURE SHOWS ONE OF THE MOSELEY VENDING MACHINE Exchange trucks which is used to deliver Rock-Ola Multi-Selector Phonographs. Mr. H. F. Moseley, president of the Moseley Vending Machine Exchange, Inc., with the distinctive address of 00 Broad Street, Richmond, Va., reports that his business is simply growing by leaps and bounds. His sales for the past month of September were greater than the first six months of the year all put together. The reason for his phenomenal increase in business is readily undersood for "H. F." is alert, active, and always ready to give operators 100 per cent co-operation and service.

NEWS NOTES FROM OFFICE OF FISHER BROWN DALLAS

W. F. Daniels of Corpus Christi, who is now operating some sixty-five Rock-Ola Multi-Selectors, came to Dallas and while there visited Fisher Brown's place.

Lee Hanias, who is a believer in Jennings' products and Rock-Ola phonographs, has been visiting in Dallas also.

J. E. Tonahill, of the Texas Novelty Company, Beaumont, Texas, paid a friendly visit to Fisher Brown's place recently.

Fisher Brown has been ill for a few days, but was back on the job this week. Herb Weeden was doing double duty while Mr. Brown was absent. They report business has been better the past sixty days than for the past year. The company has added two other buildings adjoining, so that they can have ample storage room and display space. Besides this added space, they have employed five extra persons.

Herbert Matthews, Dan Guidry and his son of Opelousas, La., with Fisher Brown and son, Fisher, Jr., spent a very pleasant time fishing in the lakes near Lafayette last month. They report the catch was 200 fish from daylight one morning until eleven o'clock that day. They were fishing from a boat.

"Arithmomania is an uncontrollable desire to count things." It must be what seizes us after the brother-in-law terminates his visit.

It doesn't show up clearly in the photos, but the regulation uniform for dictators has chips for epaulets. —San Francisco Chronicle.

The liner, Queen Mary, has four of the largest propellers ever constructed, equalling in size some of those employed as night club bouncers.

MILLS NOVELTY COMPANY CLOSES A MOST SUCCESSFUL SOFTBALL SEASON

Chicago—Mills Novelty Co., one of the largest manufacturing concerns which caters to the coin-operated machines industry, gives their position as the employers of 2,600 persons their careful consideration. They co-operate with their employees in every way possible, fostering ideas and plans which work toward a better understanding and more pleasant business associations.

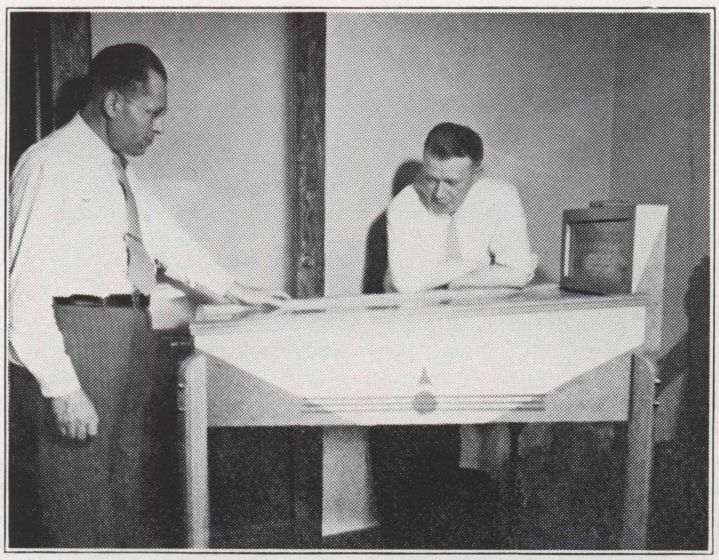
The October issue of the "Glad Hand," published by Mills employees, reflects the interest of their employers when it reports that:

"The softball season has just come to a glorious windup and this project among Mills employees was the most noteworthy bit of community effort ever staged by the company. Twelve teams of 15 to 20 players each went through a strenuous season marked by tight games, close competition, brilliant playing. Bill Harley, of Mills Stadium, said it was the finest league that ever used his park. The umps, Ericson and Thomas, chimed in with 'best league we ever worked in.' They reported the correct proportion of arguments; beefing, fair; profanity, negligible. Yet spirit, the guiding light of all such endeavors, rode high at all times. Grant Shay, the Judge Landis of the league, promises the best team championship sweater coats and some time in October a free banquet to the 200 players."

A good editorial is also based on the fact that Babe Ruth "Never Threw to the Wrong Base":

"Babe Ruth, baseball's most glamorous hero, was best known for his home runs. Undoubtedly he could hit 'em. But Ruth was not only loved by the baseball public; he was sincerely and universally respected both by his teammates and by players on opposing nines. They knew him not as just a home run hitter, but as a real ball player! Ruth started as a pitcher; he was a great one, and the greatest feat of his baseball career was the striking out of Bobby Veach, Ty Cobb and Sam Crawford in a row and with three men on base. (They were Detroit's greatest hitters.)

Afterwards when Ruth's batting ability was requisitioned for everyday work they sent him out to play right field, and he played the game as it should be played, not just with eye, arms and legs, but with head. Ruth is perhaps the only outfielder in the history of big league baseball with this unique record: of all the hits and flies he fielded, with various conditions governing each chance, he never threw to the wrong base! The runners score on certain hits; on certain other plays the fielder by fast and accurate work may prevent a run or stop a man from advancing; on other chances he may handle the ball in a silly or foolish manner, doing something unnecessary and dangerous at the same time. But in all of the exciting games he was in, and of all the tricky and involved plays he handled, this ball player Ruth never threw the ball to the wrong base. Yes, even a ball player can be a good mechanic!"



I. H. ROTHSTEIN VISITS CHICAGO. HEAD OF BANNER Specialty Company, Philadelphia, snapped while playing Lights-Out, new 8-ball non-payout novelty game by Bally Manufacturing Company. Jim Buckley of Bally, shown "kibitzing" the game, reports that Lights-Out is bringing many dormant locations back to life in non-payout territory.

VENDING MACHINE IN TAVERN STOLEN

Lawrence, Mass.—A tavern operated by Nicholas Young at 331 Common street was entered sometime Friday night and a cigaret machine broken open. Entrance was gained by forcing a door to a rear cellar and forcing boards beneath a show case into the room above. The vending machine was broken open and the money taken but nothing else was disturbed.

Jacksonville, Fla.—S. & S. Vending Co., Inc., Jacksonville, manufacturing; 50 shares no par value. J. Schleisinger, John Tripp, R. Schleisinger, directors.

USE GUN TO STEAL VENDING MACHINE

Lawrence, Mass.—Caught in the act of removing a cigarette vending machine from the restaurant of Umberto Santomassino on Merrimack street near the railroad station early Saturday morning, one of the two men drew a gun and ordered the owner back into the establishment. The two young men then entered an automobile and were driven away by a third man.

According to the report made to the police the two men had been at the restaurant late Friday evening and had some coffee. They returned shortly after midnight and had more coffee. While Santomassio went to the rear of the place preparatory to cleaning up he heard a noise and going back into the front room saw the men going out through the door with the vending machine. He shouted and ran toward them but stopped when one of the men drew a revolver and ordered him to stop.

He reported the car in which they were driven away was an old car with red wheels. Police checked up on the registration of a car with red wheels that was seen in South Lawrence after midnight and are satisfied that it had no connection with the affair.

One advantage of the hitch-hiker, folks never know when our poor relatives are riding with us.

Favorites Boosted at Gottlieb Offices

Chicago, Oct. 10—There's a scoreboard in the private office of D. Gottlieb which lists the four latest Gottlieb games, Derby Day, College Football, High Card and Hit Parade. Each game is being backed enthusiastically by a member of the Gottlieb organization. Dave Gottlieb has complete confidence that Derby Day will come out in the lead. We have a feeling that Dave is prejudiced in his opinion of Derby Day because it is a horse race game and anyone who knows Dave Gottlieb knows that he has a certain fondness for the galloping ponies. Nate Gottlieb is throwing his entire support behind College Football. If the football record of his Alma Mater is any indication of the success of College Football, Nate should be backing the winner. He is an alumnus of Minnesota whose team won the Big Ten title last year and look good for a repeat. Nate says that the public likes college football and all the thrills and atmosphere that goes with it. "And," he says, "College Football is the automatic payout that gives the closest action to the drive for the national championship ever developed in a payout. I feel certain that College Football will be a winner when the final gun is fired."

High Card has its staunch supporter in Elihu Ray, purchasing agent for D. Gottlieb & Co. "I don't care what anyone says," said Ray, "I still think that the national pastime of the American people is cards and anything that has anything to do with playing cards. High Card covers seven of the most popular card games and its action pays off for the high cards as in most any card game. I feel sure that High Card will live up to its slogan—"What a Royal Flush is to Poker, High Card is to Automatic Payouts."

Although the baseball season is over, Maurice Priestley, production manager of the Gottlieb plant, is one of those enthusiasts of the diamond that talks baseball the year round. He says, "Hit Parade came out in the midst of the baseball season and met with a tremendous success. My most honorable colleagues the Messrs. Gottlieb and Mr. Ray are of the opinion that because the baseball season is over, the popularity of Hit Parade will naturally decrease. I am not of the same opinion. I feel that now, more than ever, Hit Parade will not only maintain, but increase its popularity. During the season baseball fans have the actual games to keep them interested but now that they no longer have them, they will naturally turn to something else; and that is Hit Parade. An automatic payout with an all-star baseball line-up that pays off on home-runs, triples, doubles and singles is just the thing to fill that lull between seasons. And therefore, I offer Hit Parade as my candidate for the winner in the Gottlieb race for popularity."

The thermometer type scoring system has been jumping all over the office the past few days. After the orders of one mail have been entered the results may show College Football in the lead. The next mail will put Derby Day in the lead. And then Hit Parade and High Card will take their turns. All in all there's a mad scramble for the title of "The Most Popular Gottlieb Game" and not one of the four contestants will concede a vote. In the meantime the Gottlieb plant is working at capacity to meet the tremendous stream of orders for all four games that keeps pouring in.

As we go to press it seems that the title might rest on the brow (or should we say cabinet) of any one of the four games. But whichever wins, it'll only be after a hard fight and some real support by their backers.

Newspaperdom has been furnished a better attention-getting headline than the hackneyed "Man Bites Dog." To be sure it was nothing more tangible than the application of a damp finger tip to a light switch which helped Sally Rand turn the tables. The headline read "Sally Rand Is Shocked."

"Reel 21"

The Thrilling "Old Army Game." Operators, don't fail to get in touch with us at once about your "Reel 21" machines. They are the biggest money makers you can buy and are getting a big play on locations.

Write or Wire Now!

Birmingham Vending Co.

2117 Third Ave., N.—Phone 3-2327

BIRMINGHAM, ALA.

"STICK TO YOUR LAST"

A story is going the rounds of a colored man who was brought into court charged with stealing chickens. He had pleaded guilty and received sentence, when the judge asked how it was that he had been able to lift the fowls right under the window of the owner's house when there was a savage dog in the yard.

"It wouldn't be no use, jedge,' said the culprit, "to try to 'splain dis thing to you a-tall. Ef you was to try it like as not you'd get yo' hide full of shot an' you wouldn' get no chickens, nuther. Ef you want to engage in any rascality, jedge, you better stick to de bench, whah you am familiar."

There is more than a little sound philosophy in this advice which many business men could well ponder. How often are we tempted to turn aside from the business we know, to "take a flyer" in some other venture. The danger of this has been recently demonstrated to thousands of those who tried their hands at stock speculation—the simple business of buying stocks when they are low and merely selling them when they are high.

The grass looks greener in the other felow's pasture." Possibly it is actually more luxuriant than on our home grounds; but, if we will turn to and with careful thought and study intensively cultivate our own pasture, we can doubtless raise a satisfactory crop without the dangers which attend ventures in an unfamiliar field. Seldom does a man get out of his business all it has to offer him.

Second Best

A Philadelphia firm advertising for a salesman received a reply from a man who said that he was the greatest salesman in the world. They engaged him and gave him three lines of goods to sell anywhere in the West. They expected him to do great things.

After he had been away a week, and they had received no orders, they were surprised to get a telegram saying:

"I am not the world's greatest salesman. I am the second best. The greatest salesman was the man who loaded you up with these goods."

Farmer (to new hired hand): Where's the mule I told you to have shod?

New Hand: Did you say "shod"? I thought you said "shot." I've finished buryin' her!

CHICAGO COIN MACHINE COMMENT

By W. C. DILLON

Automatic World Representative *185 N. Wabash* *Telephone State 8971*

CHICAGO COIN CORPORATION is kept busy with their "Open House" crowd that keeps their display room filled with buyers to see their Rola Score, and to try it out. Seeing the game here, as well as at display rooms throughout the country, evidently is believing, judging from the sales reported by the company. The fact that the company is working day and night shifts in getting out this machine and are having a hard time making production keep up with orders, is evidence that it has met instant favor with the public. It is interesting to watch the two "Big Boys" with this company—Samial Wolberg and Sam Gensburg scoring against each other on Rola Score. Judging from the scores either one of them can make, they must have the balls trained like a Coon has his Bones. Yours truly was convinced that this game is actually one of skill. In playing against either of those two, I might as well have been going against a pair of loaded dice in a crap game, as far as winning was concerned.

H. C. EVANS & COMPANY must have some one with them who knows all the thrills that man has ever gotten out of dice, dating all the way back to when the cave men made them out of stone. All that is necessary to prove that this company has built all the excitement that goes with a crap game into their new Galloping Dominos is to see E. H. Tennyson, their Sales Director go into action, along with players around it. The game does get you going, and How. It is the type of game that after you have had your "run-in" with it you have that feeling of wanting to take a walk around it; like getting up from a blanket and walking around it to change your luck when rolling 'em in that good old Army way, and then come back and roll them some more. The company demonstrates the game to be Tops, in fast play and pay off. Due to the speed, thrill, fast pay off, and action of this game, together with its modernistic high class cabinet, the machine will undoubtedly be a winner on any location, in fact will stir up business on a majority of semi or dead locations.

WESTERN EQUIPMENT & SUPPLY COMPANY. When you read that name, any place, anywhere in the U. S. A., as well as across ponds, up pops—not the Devil, but—possibly Jimmy Johnson in his stead. Jimmy, that Runkis Renkis, known to every one in the industry as the man who concocts more actual honest-to-God "Hit" machines than his production department can turn out.

The ability to create, design, put under production and then sell, is not often found under the same hat, but the continuous output of machines that click and bring home to the operators the coin-of-the-realm, prove that Jimmy has the answers in knowing what machines to spring on the public, and when.

Just now his company is "Going to Town" with their Top 'Em, a de luxe one-ball automatic payout table, and Country Club, a straight novelty table. Both are most original amusement creations that are getting a big play on locations. Top 'Em has all the thrill and fascination of the universally popular card game of black jack. Country Club, possesses all the thrill of shooting par golf. Production is being maintained at full speed in order to fill orders promptly. Production lines in turning out the company's other machines are running on a day and night shift tempo.

NATIONAL ASSOCIATION OF COIN MACHINE MANUFACTURERS officials are all limbering up getting ready to go into "High Gear" in putting on the biggest convention in 1937 that has ever been held. Their belief that it is to be the biggest is based on solid foundation, as there is a greater demand for coin operated machines of every class and type by the public than there has ever been before. And fifty million Americans can be wrong. Any company that gets their bid in time for exhibit space at this convention is going to be lucky, judging from the way reservations are coming in. Last year many prospective exhibitors were unable to show their products owing to there being no available space for them. This year the early ones in for their reservations will be the lucky ones.

Joe Huber convention director, together with the committee, is working out plans that will make this show a revelation to all who attend it. Other meetings have had life and zip, but this one is due to have major attractions as well as new developments in the industry that will make it a real investment for every man in the coin machine industry to come to Chicago to see it, be he manufacturer, distributor, jobber, operator or mechanic. Correspondence regarding the convention should be addressed to NACOMM, 120 South La Salle Street, Chicago. Reservations for exhibit space should be in by October 30, with request for initial allotment which will be made under the supervision of the convention committee of NACOMM, of which N. Marshall Seeburg is chairman.

Tough

"Yeah, we're pretty tough in these parts, stranger. Hangin' on thet tree outside is Leatherneck Joe; we got sore at him last week and hung him."

"Why don't you cut him down and bury him?"

"Bury him? Gosh, no! D'ya think we want to bury him alive?"

Men are not beaten by the big things so much as by the little things.

Cribber

"I flunked the history exam."

"But I thought you had all the answers written on your shirt."

I did, but by mistake I put on the math shirt." —Jester

F. C. EWING CO.
The Operator's Friend
Penny Speedy Counter 55c
Major Nickel Counter 55c
Or Penny and Nickel Counter for $1.00 prepaid
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Phone 2-8648 FORT WORTH, TEX.

SECURITY FROM TUBERCULOSIS

By PHILIP P. JACOBS, Ph.D.

Your chances for dying from tuberculosis were about four times as great some 30 years ago as they are today. Thus you have today gained a security from tuberculosis such as the world has never before known.

Thirty years ago 200 out of every 100,000 people living in the United States were dying every year from tuberculosis. If you go back another 30 years the number is more than 300, or three out of every 1,000 people who lived and worked in the days of your mothers and fathers! No wonder Oliver Wendell Holmes called it "The White Plague"! Today not many more than 50 people are dying from this disease yearly in each 100,000. Still a large number, to be sure, but small by way of comparison with figures of a generation or two generations ago.

Thirty years ago the estimated number of living persons in the United States who had tuberculosis was aproximately 1,500,000. Today there is less than one-half that number of living victims of this disease in this country. When it is realized that every victim of tuberculosis is a potential spreader of tuberculosis to an average of three others, the chances of "catching" the disease today as compared with 30 years ago are very much less. Here is increased security indeed.

You, Mr. Taxpayer, and you, Mr. Citizen, have helped the National, state, and local tuberculosis associations to buy this security from tuberculosis for your state and community. For through your support, hospitals and other institutions have been built in every state of the Union, some 1,200 in all with 95,000 beds for the care of tuberculosis victims. You have by your taxes helped to build these institutions and you are helping to maintain them. And there are today more than 1,000 clinics, and 10,000 public health nurses, besides a great army of doctors, social workers, and other persons and agencies, all of whom are working with you and for you to help to keep tuberculosis away from your family and you.

But this happy result has not been brought about by accident. Thirty years ago the first tuberculosis Christmas Seal in the United States was sold in Wilmington, Delaware. That little holiday sticker made possible the formulation of hundreds of tuberculosis associations, today 1981, and these groups of citizens working patiently day after day have made you and millions like you realize that health can be bought. The proceeds from the Christmas Seal sales for 30 years would be relatively insignificant, when compared with a year's expenditures by the federal government, for example. And yet they have helped to give you and yours a security from tuberculosis that is of inestimable value.

Tuberculosis still is one of our greatest, and in many communities our greatest, health hazard. It still takes a toll of almost 70,000 lives annually. It still numbers its living victims by more than 500,000, and it still causes loss of life and health that costs our country at least three-quarters of a billion dollars a year. We have enough scientific knowledge to bring this "White Plague" under control, if not to eradicate it. To do this requires the education of many millions of people, in order to get them to do their part in ridding the country of tuberculosis. For this purpose the tuberculosis associations of the United States, local, state, and National appeal to you to buy Christmas Seals this year.

Ruling with an iron hand for thirty days:

1. Gather the bills together early in the month and demand an explanation of every item.
2. Insist that you be accompanied on a tour of wardrobe closets and bureau drawers, while all items are checked.
3. Poke your arm into the deepest recess of the refrigerator, retrieve an ancient bone, and ask bitterly "How come?"
4. Indignantly refuse to accept reversed telephone charges from the children at school.
5. Lock the car and depart with the keys when you find the car in the garage is out of gas.
6. Raise a scene when cash is demanded for a "permanent."
7. Threaten to resign from family clubs when you audit the checks.
8. Scowl and mumble "How much?" when you are asked to approve something that looks lovely.
9. Insist on wearing a dirty hat, explaining that you can't afford the price of a cleaning.
10. And finally, ruin the whole nasty business by getting jingled and ordering champagne for a crowd of eight at the club dance on the last day of the month.

As soon as a man has learned to make a good living by working, he tries to make a better living without working and the losses from his speculations compel him to go back to work.

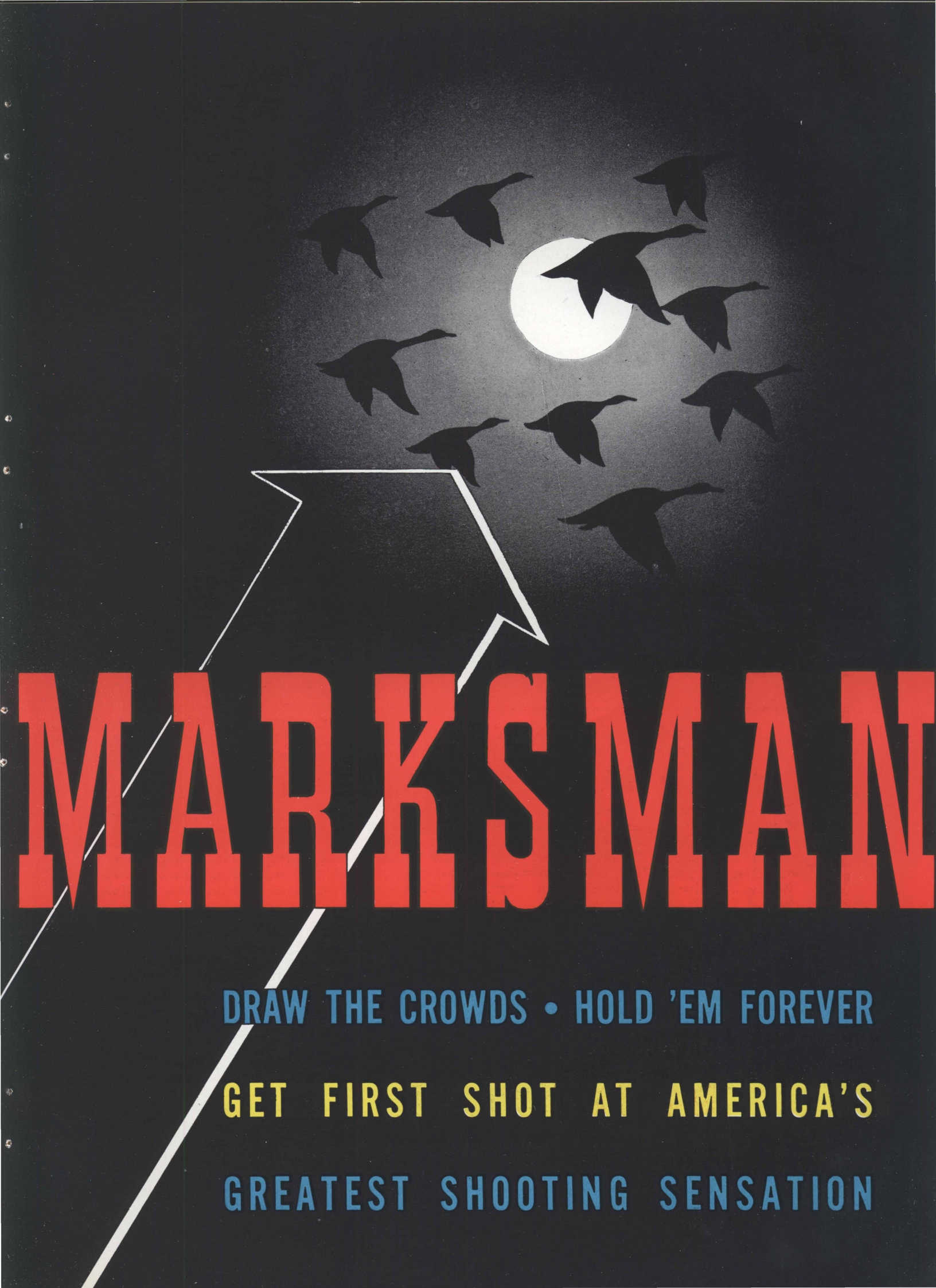
PIN-GAME HEADQUARTERS

There's a color and a sparkle about Hotel Sherman that appeals to pin-game men. They like its location right in Chicago's brilliant Rialto—they like its convenience to stores, offices, theatres, and all business contacts. The fine food, the comfortable rooms, and the low rates have a definite appeal. And when they drive—they like the fact that they can drive right into Hotel Sherman.

HOTEL SHERMAN
1700 ROOMS—1700 BATHS from $2.50
CHICAGO

HOME OF THE INTERNATIONALLY FAMOUS
COLLEGE INN

featuring the ICE CARNIVAL on 1,000 feet of REAL ICE


MARKSMAN
DRAW THE CROWDS • HOLD 'EM FOREVER
GET FIRST SHOT AT AMERICA'S
GREATEST SHOOTING SENSATION

MARKSMAN Brings BIG

IT'S IN THE HUMAN BLOOD...THAT IRRESISTIBLE URGE...TO SHOOT!

ALL SKILL ALL LEGAL

That's why "MARKSMAN" is such a SUCCESS—because it offers the public an opportunity to indulge in a rarely exercised test of absolute SKILL—a chance to enjoy the thrill of shooting—and hitting the mark. Men and women are equally eager to try their skill—boys and girls—youths—grown-ups—all enjoy this wholesome, innocent entertainment that readily gains the approving eye of the general public. "Gun-Lite" shooting is in heavy demand NOW, and "MARKSMAN" supplies the most REALISTIC—most ALLURING—most LIFELIKE sport of all. By every test—"MARKSMAN" easily takes in $250.00 a week in any average location. It's in a class by itself—a new field NOT crowded by competition! Proprietors of places catering to, or feeding the public are fast turning to "MARKSMAN" as a logical source of EXTRA REVENUE. You need not hesitate a single moment. Install "MARKSMAN"! the SOONER you do—the QUICKER you'll be making "MARKSMAN" PROFITS!

TRUE DUPLICATE OF REGULATION GUN
Shoots Bullet-Size Beam of Radio-Lite—Accurately—Harmlessly and Positively TRUE to the Shooter's AIM!

Handsomely Grained Walnut Gun Stand equipped with Ash Tray done in beautiful chromium. Long Extension Cord permits operation of "MARKSMAN" at any range between 5 and 35 feet. A distinct ADVANTAGE over limited ray-shooting units!

RANGE: 5 up to 35 feet!

YOUR INVESTMENT SECURED! NEW REPLACEMENT UNITS KILL ALL COMPETITION!!!

Most important of all—Your investment is SAFE because of the GREATEST FEATURE ever incorporated in any machine—RENEWABLE TARGETS FROM TIME TO TIME! Yes—NEW, INTRIGUING Target Arrangements will be available at regular intervals to every owner of "MARKSMAN." You are thereby assured over a period of YEARS—it's only necessary to make a small added investment in Renewable Targets to keep your "MARKSMAN" earning TOP MONEY!

The makers of "MARKSMAN" know the public demands constant changes in all forms of entertainment. Coin operated phonographs could not endure unless records were constantly changed. No theatre could survive without new programs. No automobile builder could stay in business without new models each year. Likewise, "MARKSMAN" provides new replacement panels at regular intervals with "MARKSMAN" holding sustained interest and "Life-Time" PROFITS for YOU!

You know of THOUSANDS of locations in your territory where coin operated equipment has been barred on account of — 1 — LEGALITY — ("MARKSMAN" is LEGAL everywhere!) 2 — SIZE — ("MARKSMAN" easily adapts itself to any location — see back page.) Yes! Every location is available NOW to the "MARKSMAN" operator. SEIZE YOUR OPPORTUNITY! ACT NOW—before some other alert business man beats you to it!

"MARKSMAN"...

(COPYRIGHT 1936)

PROFITS TO LOCATION OWNERS EVERYWHERE!

Ducks on the rise—TEN of them! An Automatic Gun shoots "bullet-size" shaft of radio lite. Wings illuminate on each duck in numerical rotation. Hit No. 1 duck, and No. 2 flashes on. And, so on—Ten shots to get 'em all for a perfect score!

PATENTS APPLIED FOR

• TAVERNS • HO ELS • HI-WAY INNS
S • CAFES • DEPO S • RESORTS • STORE
RNS • DRUG STO ES • ARCADES • HOTE

HOW IT OPERATES!

"MARKSMAN" is continuously ANIMATED with FLASHING LITE-UP targets. A perpetual attraction occurs until coin is inserted—Then all animation ceases in order not to disturb the shooter's aim. Bang! goes No. 1, and No. 2 appears on the target. The rest of the flock in numerical order until 10 shots have gone true to their mark. The scoring is automatic and easily understood. — For example: when player shoots at No. 7, he's aware six "hits" have been accomplished. When a total of TEN "hits" are made—the rising sun illuminates the words "Perfect Score." They keep at it everlastingly!

FIGURE YOUR "MARKSMAN" INVESTMENT THIS WAY!

First Cost on Terms	$298.50
No. 1 Replacement Target	35.00
No. 2 Replacement Target	35.00
No. 3 Replacement Target	35.00
No. 4 Replacement Target	35.00
No. 5 Replacement Target	35.00
No. 6 Replacement Target	35.00
Total Cost Eight Units	$508.50
Cost Each	$72.64

Imagine! EIGHT "MARKSMAN" UNITS at LESS than the Cost Each of an Average Amusement Device!

Buy it on

PAMCO'S PAY AS YOU PROFIT PLAN

A Lenient Deferred Payment Plan is Available to Operators, Jobbers and Distributors of "MARKSMAN". Full Details on Request.

7 Day Money Back Offer!

OPERATORS NO-RISK FREE TRIAL PLAN

"MARKSMAN" will be shipped to operators on receipt of the required deposit and payment arrangements. "MARKSMAN" may then be placed in operation, and, if for any reason you decide to return it within 7 days from date of delivery, shipping charges prepaid—KEEP WHAT IT HAS EARNED, and we'll REFUND every penny paid on the purchase of "MARKSMAN"!

Could Anything be More Reasonable or Fair? Only ABSOLUTE CONFIDENCE in the MERIT of "MARKSMAN" could prompt us to make such an offer! Place Your Order TODAY! Don't Delay!

Quarantee

raws CROWDS that come EARLY — stay longer
PAY BIG CHECKS — that come back again
nd again to try their skill with "MARKSMAN"

"MARKSMAN" FITS EVERY LOCATION...

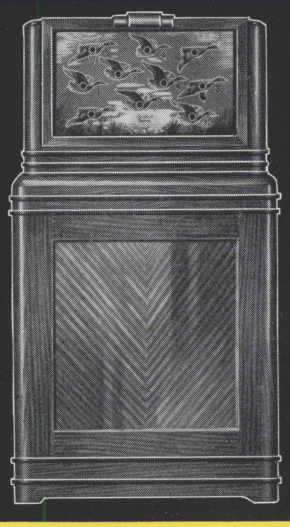
4 DIFFERENT TYPES OF INSTALLATION

LOW STAND
HIGH STAND
CEILING—WALL

NO PLACE TOO LARGE ↘ NO PLACE TOO SMALL!

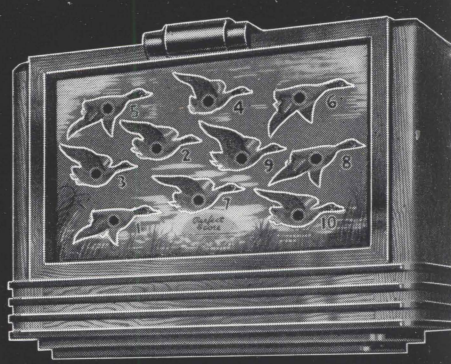
HIGH or LOW Stand

"MARKSMAN" is available with an adjustable pedestal. May be raised or lowered to suit any location requirement. A turn of the bolt is all that's necessary. This feature eliminates interference with booths, counters, bars or other furnishings. Suits every type of building construction. A BIG ADVANTAGE over ordinary ray-shooting devices!



CONSOLE MODEL

"MARKSMAN" upper right, shown in the console model, may be used wherever space is available. Cabinet is sturdily and substantially built—modernistically designed to conform with the finest of location surroundings. Target Cabinet is the same as used on all models, and may be removed to mount on, or suspend from the



WALL or CEILING

"MARKSMAN" is pictured here hung on the wall. In this position it may be placed over booths, counters or bars without interference of any kind possible. You may also suspend "MARKSMAN" from the ceiling, rafters or girders, or from a projecting support. Wherever Wall Space and Floor Space is scarce, this installation capitalizes on "Air Rights"—something new in the field of modern operating.

With "Gun-Lite" Shooting in such HEAVY DEMAND—and with "MARKSMAN" furnishing the MOST REALISTIC and LIFE-LIKE sport of all—tested and PROVED for EARNINGS as HIGH as $250.00 per week—there's no reason to hesitate about installing "MARKSMAN" immediately!

Men who operate "MARKSMAN" in QUANTITIES are willing to install it in any location without obligation. Operators have the same GUARANTEE of ABSOLUTE SATISFACTION that merchants and proprietors of retail establishments are given. Decide on BIG MONEY EARNINGS Today!

WIRE OR PHONE FOR "FIRST CRACK" AT "MARKSMAN" — WRITE

PACIFIC AMUSEMENT MFG. CO.

4223 W. LAKE ST.
CHICAGO, ILLINOIS

1320 S. HOPE ST.
LOS ANGELES, CALIF.

YOU CAN DEPEND ON PAMCO PRODUCTS

Code of Ethics of Texas Music Machine Operators Association

This code was adopted at the Dallas meeting, October 11, 1936.

Section 1—Members of the corporation shall pay all dues promptly upon notice from the corporation.

Section II—Members of the corporation shall not solicit nor operate a music machine in a location containing a machine owned by another member of this corporation.

Section III—Members of the corporation will not operate any machine without the corporation's label prominently attached thereto.

Section IV—Members of this corporation shall not knowingly do anything that will reflect on another member's business, character or his standing.

Section V—Members of this corporation shall not allow any rebates, refunds, credits, unearned discounts, nor deny a location any type of machine required in order to secure the replacement of another member's machine of a like kind or character.

Section VI—Members of this corporation pledge themselves to operate their machines in a fair manner to their fellow members, and in a way calculated to promote favorable public opinion and to give the public fair, reasonable and impartial treatment.

Section VII—Manufacturers, distributors or jobbers who are members of this corporation shall send no literature or other propaganda to encourage location ownership.

Section VIII—Members of this corporation shall conduct themselves in a gentlemanly manner and use persuasive means of inducing non-members to apply for membership and to comply with this code of ethics.

Section IX—Members of this corporation shall not purchase equipment from any manufacturer, distributor or jobber, whom it has been proven knowingly and deliberately sells or permits to be sold either directly or indirectly to location owners.

SLOT MACHINE YIELDS WORMS

Fishermen who go to the eastern coast of England are delighted to find that they can get their worms for bait from a slot machine. A fishing tackle dealer, finding that anglers wanting small amounts of bait took up a lot of his time, has now erected a vending machine outside the door of his shop. By placing a penny in the slot, fishermen can obtain a small can of worms without having to trouble the shopkeeper. Under a new law the government is protecting slot machine owners by making persons liable to a year in prison for using counterfeit coins or slugs to rob machines.

A wife may be the boss, but that doesn't mean she likes to be called "the boss."

Dependable SECURITY

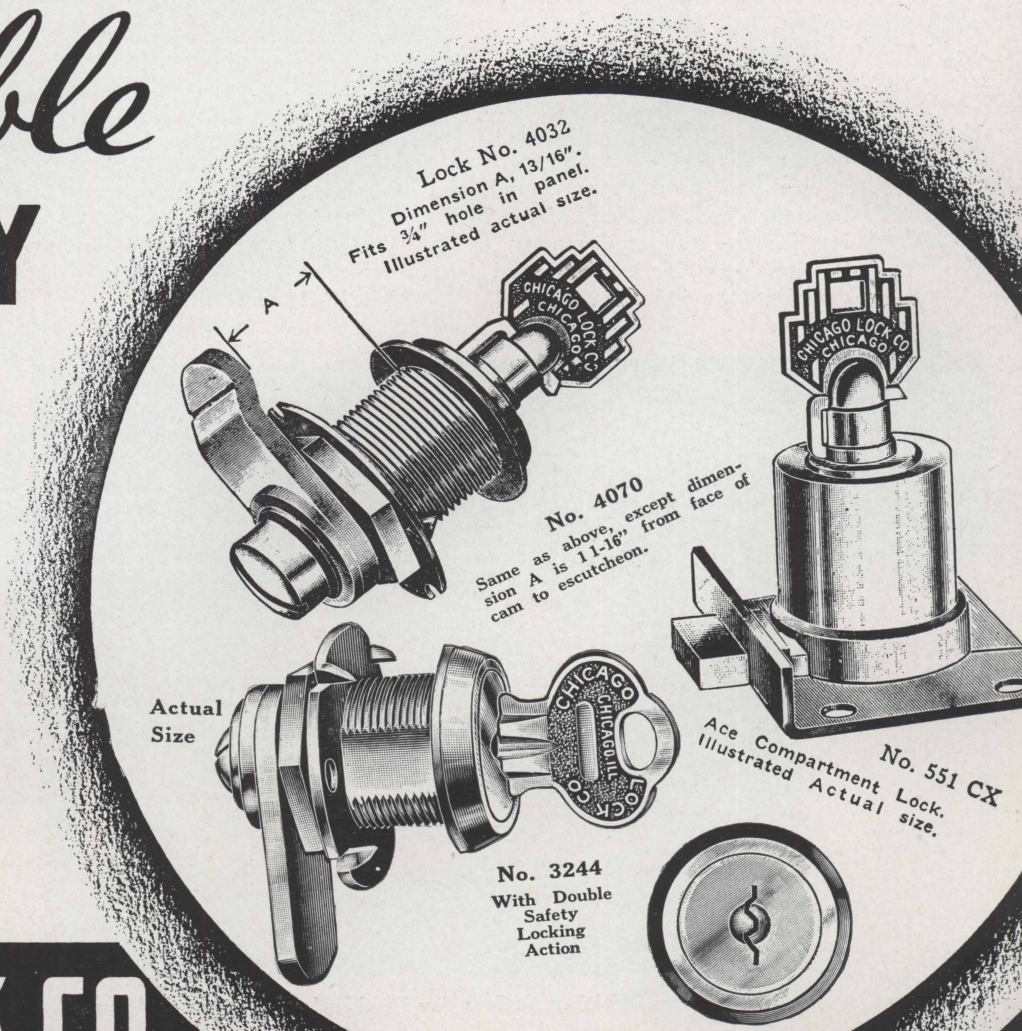
for Coin Machine Profits!

★ Not just so much brass and steel, but SECURITY . . . THAT'S what you pay for when you buy a lock. But are you always sure of getting DEPENDABLE security in the locks you buy?

★ Thousands of coin machine operators and those who build coin machines are finding the answer in CHICAGO LOCKS,—are highly pleased with ACE replacement locks, and they are learning to expect the security of CHICAGO LOCKS on new machines they buy.

★ Here is security you can depend on, not just when the lock is new, but for the entire lifetime of the machine it is used on. Security you can depend on in the TOUGHEST SPOTS . . . in face of dishonesty and cheating . . . in spite of tricky keys and skillful pilferers.

★ Write for details about any of the locks illustrated here, or ask for free catalog covering our complete line of double bitted locks, ACE locks, padlocks and coin chutes.



CHICAGO LOCK CO.

2024 N. Racine Ave. Chicago, Illinois

BILL WOOLEN PUSHES BUCKLEY SALES

With the fall season well on hand, the Buckley Manufacturing Company is geared in high for full production to meet the tremendous demands for their popular lines.

At the sales helm is "Bill" Woollen considered one of the smartest merchandisers in the automatic machine industry. His keen judgment and foresight has been one of the basic factors for the outstanding amusement devices produced by the Buckley Manufacturing Company.

Undoubtedly his thorough knowledge of the industry is conducive to the unusual success of such numbers as the "Golden Horses," "Diamond Mine," "Mutuel Horses" "Alwin," and the latest, a proven profit maker, "Bones."

Mr. Woolen, as sales manager, is kept intensively busy filing the ever increasing orders for the Buckley line. He is a tireless worker and his business day is constantly active knowing no regulated hours. From early morning till all hours of the night, "Bill" is busily engaged in making his sales department a smoothly working unit of the organization.

Possessing countless friends "Bill" Woolen is one of the amusement machine industry's most popular executives. Operators throughout the country have called on him for expert advice and have never found him lacking. As Sales Head of the Buckley Manufacturing Company he is invaluable to his concern and is a credit to the industry.

NOTES FROM D. E. HOUSE DIS. CO. DALLAS

Dave House reported to AUTOMATIC WORLD that he and Mrs. House celebrated their 15th wedding anniversary on the 15th of October, and that they were both still happy.

This remark was made by an operator, "Dave House always attends the meetings, local, state or national."

R. O. Burns is now the proud owner of four race horses, and the boys are wishing him success.

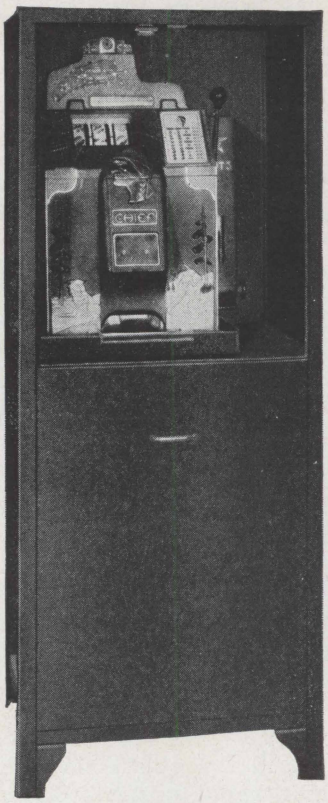
Something else was reported which certainly sounds as if business must be better—Arthur Flake, Martin Chapman and Morris Ablon met in a certain local tailor shop to order a new suit of clothes. All this happened on the same day without any one of them knowing of the others' plans.

A Landmark

Hairy Customer: "Hair cut, singe, shampoo, moustache clipped and er—where can I put this cigar?"

Barber: "Would you mind keeping it in your mouth, sir? It'll be a sort of landmark." —Tid-Bits

Imports of liquors and furs are on the increase. The college stadia will evidently be filled this Fall.—Omaha World-Herald.



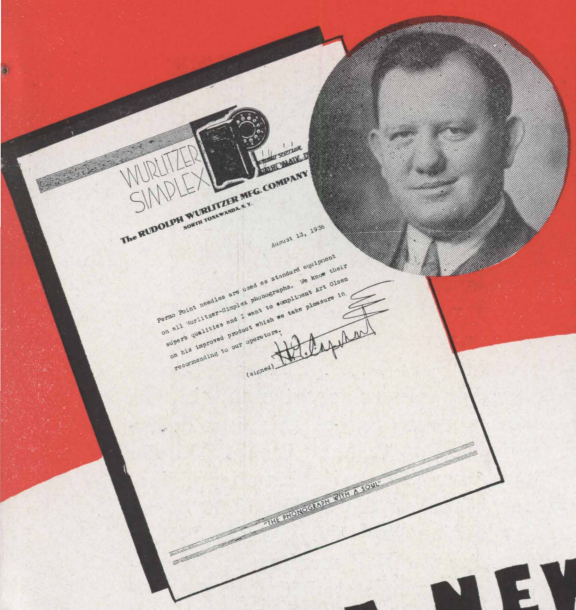
NEW COIN MACHINE SAFE MANufactured by the Chicago Metal Mfg. Company, 3724 South Rockwell St., Chicago, Ill. This new model is made to accommodate both side vender and bell machines. In addition to this feature, both the single and double units are considerably heavier than previous models. The single safe featured above is 20 lbs. heavier and the double safe is 30 lbs. heavier. New type reinforced legs add strength and attractiveness to both models.

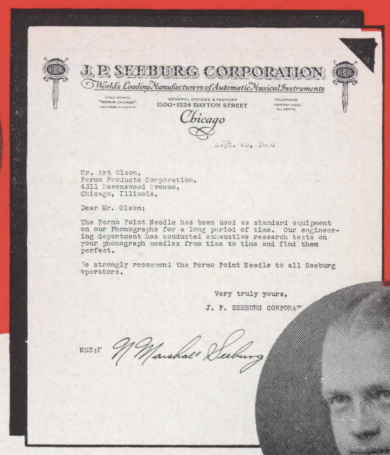
Bill Woolen Writing Orders for Buckley's New Game, "Bones"

The rattlesnake is found from the Gulf of Mexico to the Canadian boundary and from the Atlantic to the Pacific. Only in Maine and New Hampshire is it reported as being absent. Don't get the idea that the Southwest is headquarters for rattlesnakes. Authorities agree that as far as can be determined the center of rattlesnake population is in Pennsylvania, Massachusetts, New York, and New Jersey.

"There is no sign of a decrease in the number of bodies of British soldiers still being found on the battlefields of France," states Sir Fabian Ware, chairman of the Imperial War Graves Commission. "A recent analysis reveals that 1246 were found in 1934, an increase of 116 over 1933."

A FEW WORDS TO THE WISE FROM MEN YOU KNOW





Saturday
September 19, 1936
Art Olson
Permo Products Corporation
4311 Ravenswood Avenue
Chicago, Illinois
Dear Mr. Olson:
We have been using Permo Point Needles on our Phonographs as standard equipment and have always found them satisfactory.
Yours very sincerely,
RECORDIA MFG. CORPORATION
David C. Rockola
Rock-Ola Manufacturing Corporation
Chicago, Illinois, U. S. A.
800 North Kedzie Avenue

THE NEW DOUBLE RIBBED PERMO POINT PHONO NEEDLE

2000 PERFECT PLAYS

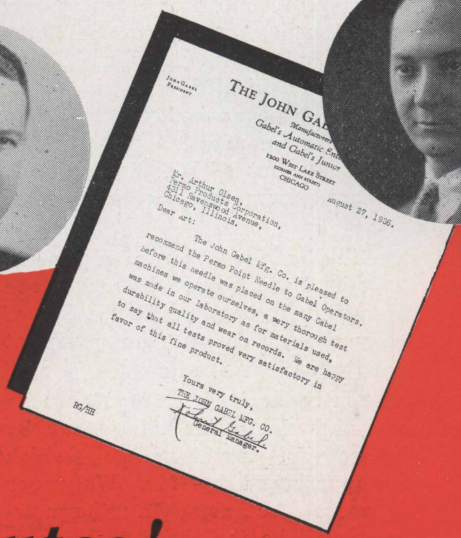
USED as STANDARD EQUIPMENT BY EVERY MANUFACTURER OF AUTOMATIC PHONOGRAPHS!

THE NEW DOUBLE RIBBED FEATURE AFFORDS . . .

- *Greater Volume Output*
- *Perfect Clarity of Tone*
- *Longer Record Life*
- *Positive Accuracy in Turning Needle After Each 500 Plays*
- *Greater Resiliency*

THE ONLY LONG LIFE NEEDLE THAT TRULY REPRODUCES HIGH FIDELITY

Mills Novelty Company-Established in 1888-4100 Fullerton Avenue
August 18, 1936
Mr. Arthur Olsen
Permo Products Corp.
4311 N. Ravenswood Avenue
Chicago, Illinois
Dear Mr. Olsen:
We have handled countless thousands of your Permo Point Needles for use in connection with our automatic phonographs and over a period of six to seven years have found them the most perfect needles for this application.
It gives us great pleasure to recommend the Permo Point Needle to every phonograph operator who seeks a quality rendition of his records, long wear, and uninterrupted service.
Very truly yours
MILLS NOVELTY COMPANY
General Development Engineer


THE JOHN GA
Gabel's Automatic
and Gabel's Junior
1200 West Lexington Street
CHICAGO
August 27, 1936.
Mr. Arthur Olsen,
Permo Products Corporation,
4311 Ravenswood Avenue,
Chicago, Illinois.
Dear Art:
The John Gabel Mfg. Co. is pleased to recommend the Permo Point Needle to Gabel Operators.
Before this needle was placed on the many Gabel machines we operate ourselves, a very thorough test was made in our laboratory as for materials used, durability quality and wear on records. We are happy to say that all tests proved very satisfactory in favor of this fine product.
Yours very truly,
THE JOHN GABEL MFG. CO.
General Manager
RO/TH

Accept No Substitutes!

Insist On Genuine PERMO POINT PHONO NEEDLES!

PERMO PRODUCTS CORP. 4311-13 RAVENSWOOD AVE. • CHICAGO, ILL.

Arlington Downs Opens Popular Racing Meet . . .

Plan to Attend October 22 November 28

Arlington Downs, Texas — The Three D's Stock Farm, owned by E. Paul and Guy L. Waggoner, who also control Arlington Downs, where the Texas Jockey Club is staging its Fall meeting of 33 racing days, which started Oct. 22, is on the threshold of, perhaps, its brightest future since the late Col. W. T. Waggoner launched it several years ago. Always regarded as one of the most pretentious stock farms west of the Mississippi, there has been a steadily increasing program of expansion since its inception, and this year finds 19 fashionably bred yearlings being put through their paces in anticipation of their racing debuts in 1937, and 26 foals now being weaned. Among the former, in keeping with E. Paul Waggoner's desire to infuse new blood lines, there are seven youngsters, two by Display, one by Chance Play, one by Flying Ebony, one by St. James, one by Claptrap and one by Sting, all noted sires, and all out of well bred mares. The home breds include four by Liberty Limited, four by Phalaros, two by Stamford and one by Kilkerry. There is also a filly by Quatre Bras, 11. In the 1936 foals, Liberty Limited, which gives promise of developing into a splendid sire, is represented by eight nicely proportioned youngsters. Kilkerry has six good looking foals, and Royal Ford, sire of Heelfly and Gin Daisy, has three well marked youngsters to carry on. An addition was the son of Kilkerry out of Bissagos recently purchased from the Spreckels interests.

A filly by Macaw out of Miramint, a colt by Ladkin out of Turf Queen and a filly by Flying Ebony out of Sunny Ann, fills out the group at Arlington.

Recently arrived from Kentucky were nine foals, including four by Display, and two by Ariel, which were purchased by Mr. Waggoner this year. Accompanying the newcomers will be the three foals dropped by Pansy Walker, Girl Scout and That's That. The mares remain in Kentucky, along with Canfli. Girl Scout and That's That have been bred to Chance Play, Pansy Walker and Canfli to Display, and it is Mr. Waggoner's plan to allow the mares to remain in Kentucky until they foal in 1937, after which Pansy Walker will be bred to Sickle, Girl Scout to Ariel, That's That to Display and Canfli to Gallant Fox. After weaning the entire 1936 group will be quartered at the former polo field, which has been turned into a nursery.

Popular Jockeys To Ride

When A. A. (Bert) Baroni loaded Top Row, Ann O'Ruley, Golden Eye and the other stellar thoroughbreds in his stable in the express car at Jamaica, L. I., headed for the Texas Jockey Club's Fall meeting of 33 racing days, Wayne D. Wright, one of the world's greatest riders, and a prime favorite with Arlington Downs patrons, left by motor with Baroni for the Waggoner track. Baroni last week engaged Wright to do the riding for the Baroni stable in Texas.

Another standout booter coming for the Fall meeting is Alfred Robertson, of Maryland, star rider for Mrs. Ethel V. Mars' Milky Way Stable. Lester (Duke) Balaski is going to ride free lance during the forthcoming meeting. C. Teage and F. Mann, riders for the E. F. Seagram stable, which houses Stand Pat, Tempestuous, Roselli and Sablin, among other famous horses, will add much color to the riding colony at the Waggoner track. Wesley Freeman continues in charge of the jockeys' quarters at the Waggoner track.

These are just a few of the crack jockeys who will be at Arlington Downs, for the Waggoner track is regarded as a prize track to break the jaunt either to Florida or to the West Coast, where most of the top riders migrate during the winter months. Arlington Downs always has been favored with riders of extraordinary brilliance and this coming meeting will prove no exception.

Canadian Trainer Gilpin Here

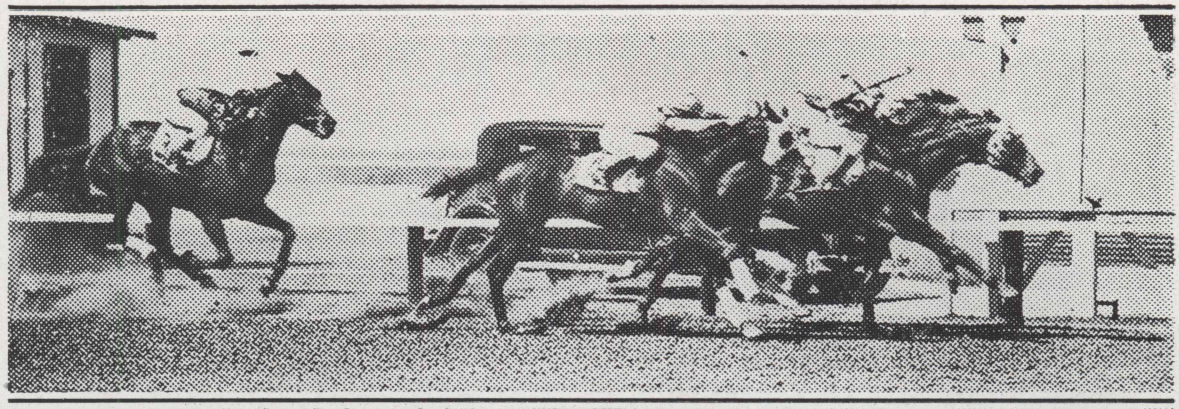
In a communication to Racing Secretary Charles J. McLennan, Frank Gilpin, noted Canadian trainer, who has, among others, the thoroughbreds belonging to E. F. Seagram, Canadian millionaire sportsman, in his care, appears to be making a determined effort to anex the $15,000.00 Waggoner Memorial Handicap, feature stake of the $200,000.00 purse distribution by the Texas Jockey Club for it's Fall meeting of 33 racing days, which started Oct. 22, for he nominated four of his charges for the classic. Heading the list is the four-year old stake winner, Stand Pat, and Gilpin declares the son of John P. Grier was never better. Sablin, four year old son of Display-Flamante, and therefore a full brother to the fast yearling now in the Waggoner Three D barns at Arlington, was named as was Rosseli, three year-old son of Traumer-Hussey, belonging to J. C. Palmer. Seagram's other candidate for the Waggoner Memorial is that grand chestnut, Tempestuous, by Sickle.

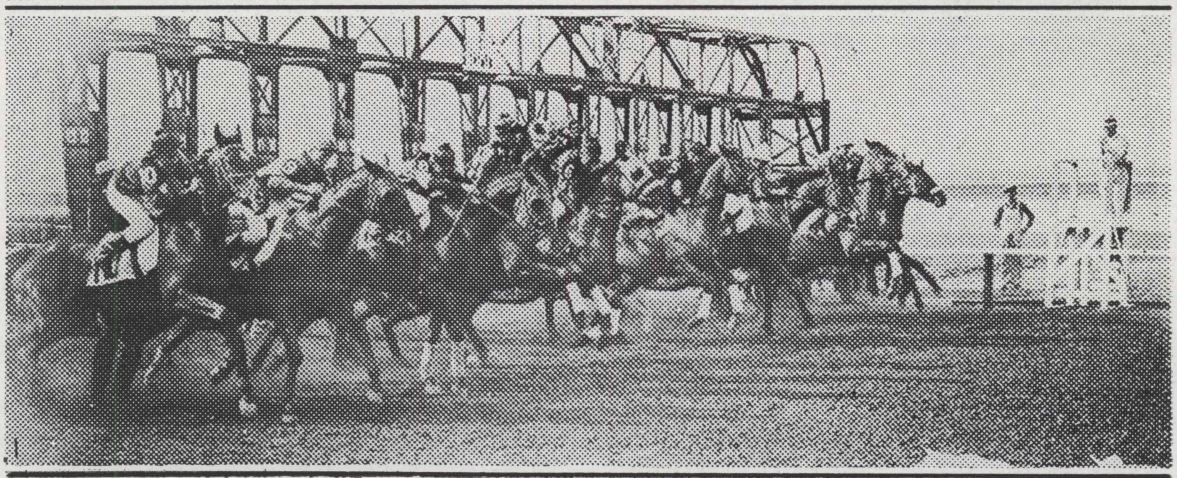
Not only did Gilpin nominate for the Waggoner Memorial, which will be run off on November 14 over nine furlongs, but he also sent in to McLennan nominations for practically all of the stakes to be run off during the forthcoming meeting, with the exception, of course, of the Southwest Breeders' Futurity, restricted to Texas and Oklahoma bred youngsters.

Gilpin's thoroughbreds, which have been campaigning in Canada, left Toronto on October 16, and came direct to Arlington. Accompanying the Gilpin string are C. McTeague, crack rider, and F. Mann, who will divide riding for the Canadian invaders.

Totalizer Installed

Bud Burmester, publicity man for Arlington Downs, advises that a lot of interest has been displayed in the new totalizer, the latest addition to the program of expansion at Arlington Downs, since the return of racing to the Lone Star State. The electrically controlled and infallible machine which was installed by the American Totalizator Company, is said to be the finest and latest type "tote" in the country.



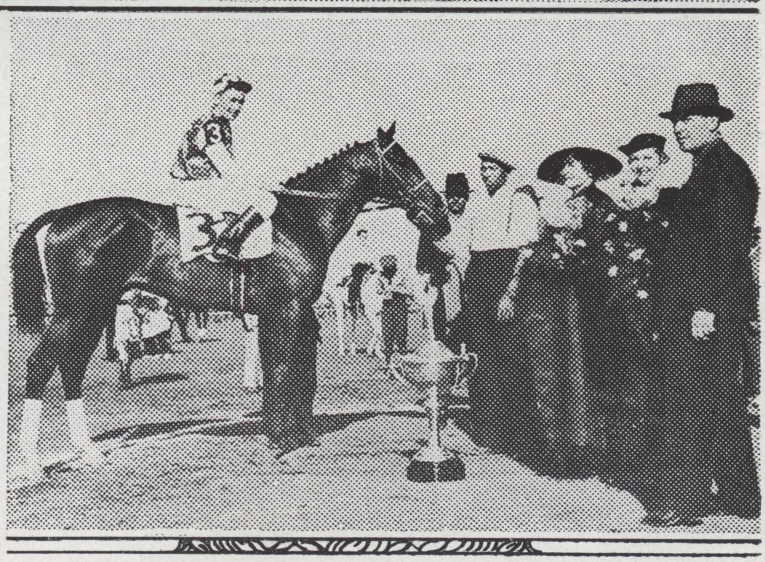


Daily Scenes at Arlington Downs Where the Texas Jockey Club Is Staging its Fall Meeting of 33 Racing Days

Top: One of the many thrilling finishes.

Center: Start of a race at Arlington.

Bottom: Presentation of the Texas Jockey Club's trophy to Mrs. Ethel V. Mars' The Fighter, after the gallant three-year-old won the $15,000 Texas Derby last spring. The top stake this fall is the $15,000 Waggoner Memorial.



ONE GOOD TURN DESERVES ANOTHER, HEY, HENRY!

Henry Anchester, one of the J. P. Seeburg Corporation's star sales representatives, relates by letter, the following interesting incident:

"From a psychological standpoint it might be very interesting to the Company to know that the town of Plains, Montana, burned down, or rather the business section. We had three phonographs in three saloons. The fire took place at 12:30 at night; the proprietors in each saloon ran out with the cash registers, and the customers in each of the three saloons, without even consulting each other, saved the phonographs. There was absolutely nothing saved but the phonographs, and the cash registers. One week later, they were all doing business again in shacks that they had put up—it's a lumberjack town. I asked some of the customers why they saved their phonographs, and in their slow way they told me that they could not see a fine machine burned up when it had given them so many hours of fine entertainment. They said, "You know, Mister, when one of us put a nickel in the machine, forty of us get nice clean pleasure from it, and when the time came to do the machine a good turn, we just did it."

Mr. Anchester travels Montana, Wyoming, Idaho, North Dakota and South Dakota. Henry is one of the most popular men travelling the great wide open spaces. He claims that out West where men are men and women . . . now Henry! No farmer's daughter quips!

Exhibit Announces New Electric Rifle Machine

"After pioneering coin operated photo-electric cell machines, you could naturally expect us to turn out something new and different in an Electric Eye Rifle Target machine and we've done just that", said Leo Kelly, Sales Manager, of the Exhibit Supply Company when talking to one of the Automatic World staff. "This is one time," continued Mr. Kelly, "when the pioneer comes into his own. Usually the pioneer blazes the trail and along comes the other fellow and cashes in, but this time we're out in front. Our new Rifle Target machine will be produced at a price that every operator can afford. We can produce our machine at low cost because we have no expensive experimenting to do. We have no special tools nor dies to make. We have them all made and have already charged them off in the production of our other type photo-cell machines. We were ahead of the market by about a year so we have a year's head start. The Operator is the winner along with us because Shoot-A-Lite is not only priced low, it is perfect mechanically and a proven money maker.

Shoot-A-Lite can be used everywhere because it takes up but little space. We furnish it with adjustable pedestal so that it can be adjusted for proper height to suit the location. If the pedestal cannot be used, Shoot-A-Lite can be hung on the wall or suspended from the ceiling. There are moving targets that are new and different, and we intend to furnish various new target themes from time to time so that operators can be sure of top income at all times.

Beautiful cabinet, flashing lights, color, regulation gun, automatic score light up register, and other features make Shoot-A-Lite a profit maker that operators and locations alike are eager to get."

The man who drives his car at 60 miles an hour with one hand while he lights a cigaret with the other is not in line for an old-age pension.—Council Bluffs Nonpareil.

SOUTH COAST'S DALLAS OFFICE VISITED

A pop call was made recently to the South Coast Amusement Company's office in Dallas.

The employees on duty were Manager Robert W. Hunter, B. W. Mann, who advised that he worked in the shop, and Miss Graham, who serves in the front office.

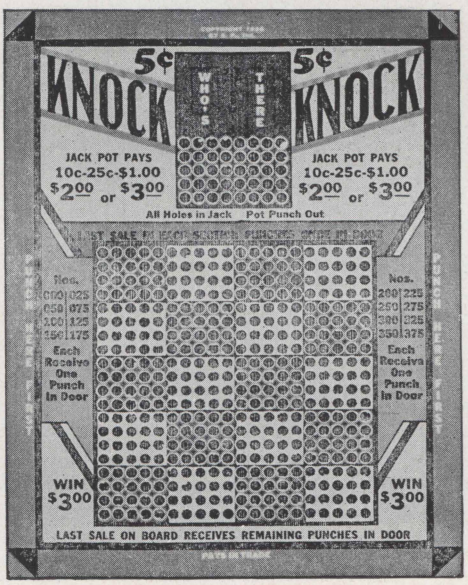
A full stock of marble tables and other equipment was on hand. Mr. Hunter stated that business for the fall was coming in very satisfactorily.

The most popular game in demand, at the present time, is Marksman, Pacific's new hit. However, Saratoga and Bells are going fine.

Marksman is available in four different types of installation—High Stand, Low Stand, Wall Model and Suspended from the Ceiling.

M. T. Daniels, well known member of the trade, in Wichita, Kansas, sends the following quip: "In passing a picture show house in Hutchinson, Kansas, recently, we saw the following sign in the ticket office window — 'Cashier on duty, Helen High.' "

NEW SUPERIOR BOARDS



KNOCK-KNOCK No. 416

Everybody plays it.

400 holes at 5c $20.00
Pays out 10.00

Profit $10.00

Semi-thick with easels and jackpot protector

$1.38 Plus 10% U.S. Tax

DINOSAUR No. 703

Lots of attention value

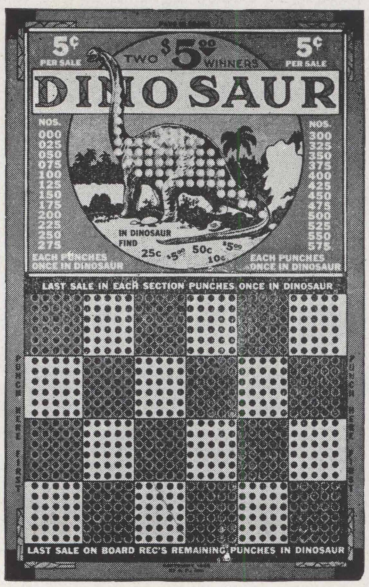
720 holes at 5c $36.00
Pays out 16.50

Profit $19.50

$2.89 Plus 10% U.S. Tax

We Sell Operators Only

Transportation paid on orders of $50 or over net


5¢ PER SALE
TWO $5.00 WINNERS
5¢ PER SALE
DINOSAUR
NOS.
IN DINOSAUR FIND
25c +5¢ 50c +5¢ 10$
EACH PUNCHES ONCE IN DINOSAUR
EACH PUNCHES ONCE IN DINOSAUR
LAST SALE IN EACH SECTION PUNCHES ONCE IN DINOSAUR
LAST SALE ON BOARD REC'S REMAINING PUNCHES IN DINOSAUR

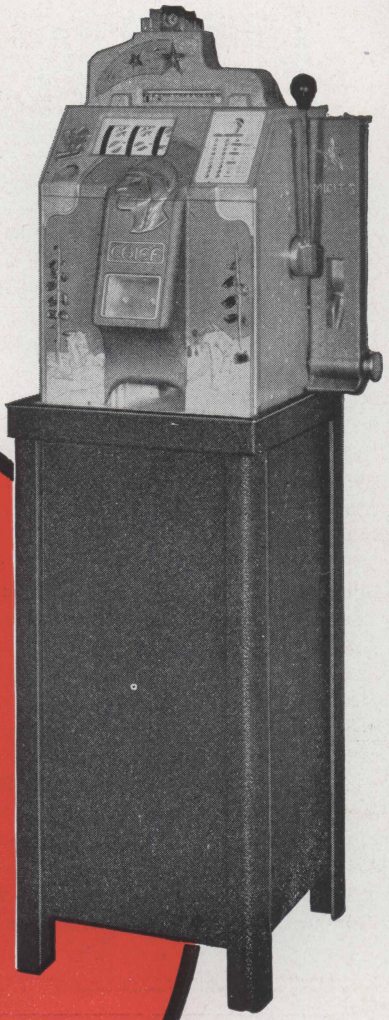
ELECTRO BALL CO., Inc.

1200 Camp Street
DALLAS, TEXAS

Fort Worth—Waco—San Antonio—Houston—Wichita Falls—Oklahoma City—New Orleans—Memphis

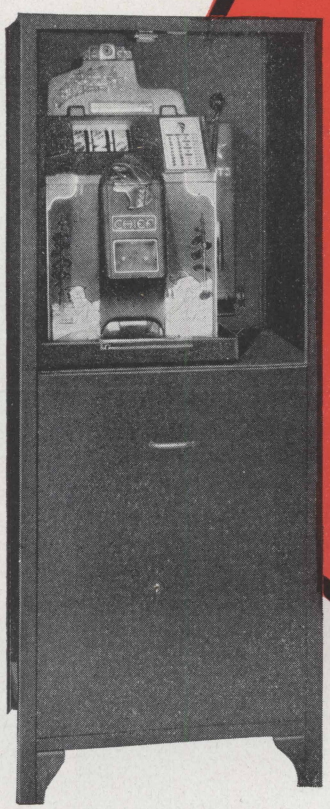
THIS PROTECTION EQUIPMENT WILL STOP ANY HIJACKER IN HIS TRACKS!

AND WE CAN PROVE IT



New, Improved Weighted Machine Stand with exclusive concealed locking and clamping device. Weight (not filled) 50 lbs. net.

Double Safe—Weight 235 lbs. net
2 Styles
Front Door Only
Front and Back Door



Single Safe—Weight 145 lbs. net
2 Styles
Front Door Only
Front and Back Door

New machine safes are wider to take Side Venders—also equipped with reinforced legs. Single safe 20 lbs. heavier. Double safe 30 lbs. heavier.

PATENTS PENDING

HERE IS THE PROOF

AUTOMATIC AMUSEMENT CO., EVANSVILLE, IND., writes: "It is an acknowledged fact among our Operator customers that your Machine Stands are more attractive and offer much greater protection than any other."

COLEMAN NOVELTY CO., ROCKFORD, ILL., writes: "There are so many different stories told us by our many operator customers, stating that the solid weighted base stands they purchased from us (manufactured by your Company), have saved their machines, it would really take a small book to cover them all."

MARION COMPANY, WICHITA, KANSAS, writes: "In several instances prowlers have attempted to break into your safes and met with such strong resistance that they gave up the job, not only on the premises where the machine was locked in, but even after carrying the safe outside of the establishment.

DE KALB NOVELTY CO., DE KALB, TEXAS, writes: "Up to this time your safes have proven 100% protection."

BUY ON PROOF AND GET THIS PROTECTION

Operators who have paid the penalty of "taking a chance" or of using cheaply constructed equipment that "looked just as good" are now buying our safes and stands that provide PROVEN PROTECTION.

MAIL YOUR ORDER NOW!

YOU may need this protection TONIGHT—you get no warning—Play safe—get the jump on the man with the jimmy and order yours TODAY. If your jobber can't supply you, write us direct—we have a large stock for quick delivery.

CHICAGO METAL MFG. CO.

3720 South Rockwell Street CHICAGO, ILLINOIS Telephone Lafayette 5754

EXHIBIT SPEEDING PRODUCTION ON TWO NEW GAMES

Your correspondent making his periodic visits to manufacturers paid a visit to Exhibit Supply Company and found a hustling, bustling crew of workers hard at work turning out two new 1-shot tables that are real winners according to collection reports and reorders shown us by Sales Manager Leo Kelly of the Exhibit firm.

Both Giant Movie Bank and Trap Lite, Exhibit's two new games are large, massive 50 x 25 inch games. We could not help but think back to the early days of the industry when pin games could be carried under the arm and the metal stand was extra equipment. The man who said the pin game business is the fastest moving industry in the world, certainly made a statement of truth.

Think of spending $8,000 to tool up on a single game and then think how hazardous a business is manufacturing. Rarely will you find a group of men with such true, commercial courage as the coin machine manufacturers. Many operators imagine they take all the chances but after viewing experimental scrap heaps in factory after factory, we are very much inclined to cheer for the ability of the manufacturer to take his gigantic losses without a murmur. Game prices are up—they cost money these days but after all, everyone knows that a game that makes money really doesn't cost anything. How can anything be expensive and profitable at the same time?

Giant Movie Bank has mystery changing odds. Everytime the game is played new odds appear from 10 cents to $2.00. Any hole on the board will pay the odds indicated. The big feature of the game is the automatic accumulating bank jackpot. With every 200 plays this bank increases $2.00.

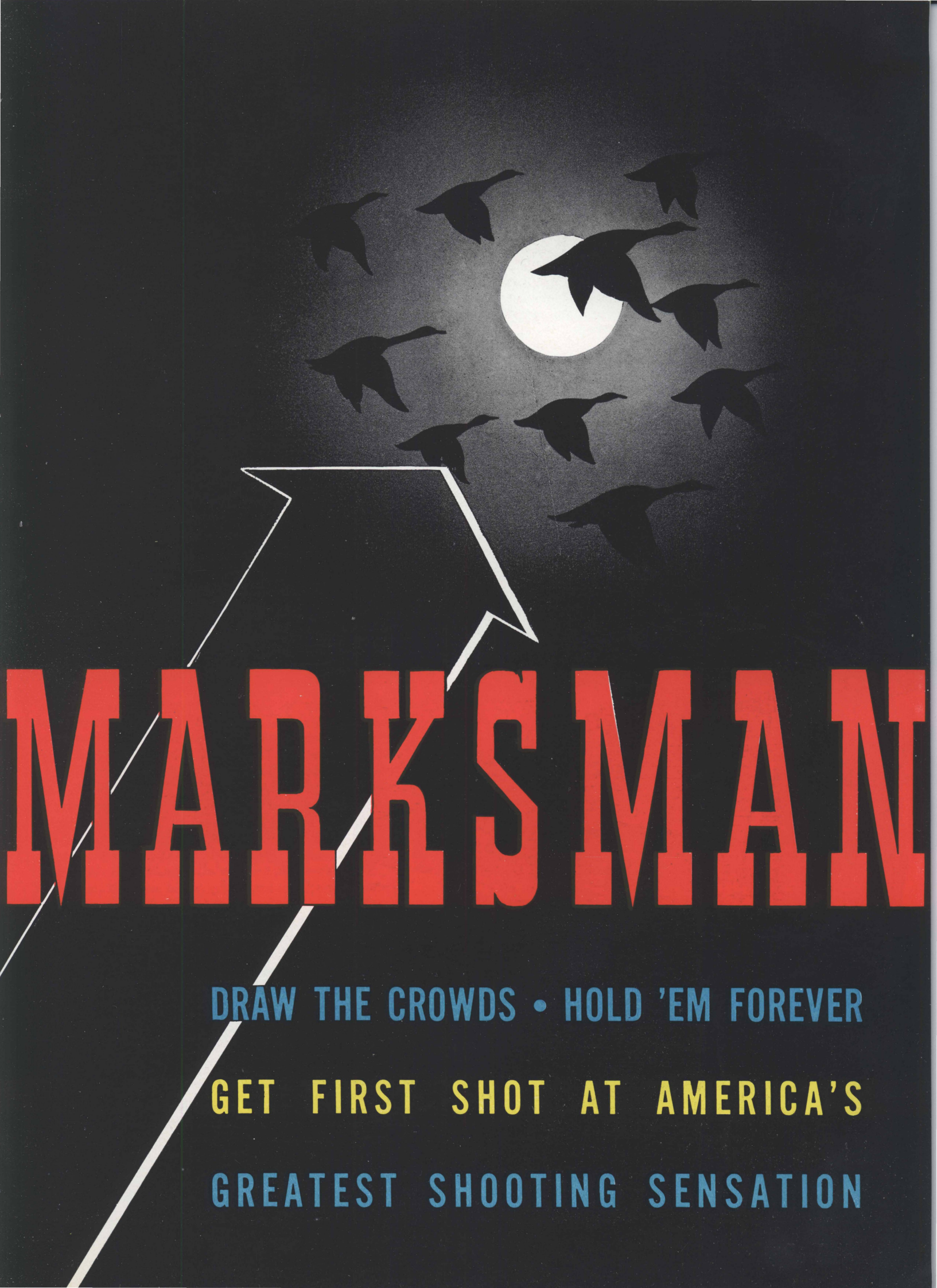
Of course, if the player makes the Bank Holes on the board three times in succession, the bank is automatically paid and the process of accumulating starts over. This bank can reach a top of $42.00.

Another feature that should create a lot of thrills for the players is that $2.00 that comes to the player that put two balls in succession in the bank hole and then put the ball the next time shot into a payout hole. It makes no difference if the odds show only 10 cents, out comes the $2.00. To clear this up a bit, you should know that the ball shot through the Bank Hole returns for free play.

We've used so much space telling you about the Giant Movie Bank, that we'll have to make our description of Trap Lite a bit shorter. But Trap Lite appears to be a game entirely new and different. Falling traps light up lights that set up the payout odds. Looks like the player will get a lot of amusement from this game. Both Trap Lite and Giant Movie Bank come complete with ticket unit so that the operator is prepared to operate on checks, money or tickets. Check separator furnished also, all at one standard price.

Yes, the coin machine industry moves fast. Even the workers at their factory tasks assembling these games seem to be filled with that enthusiastic tension that has pushed our great industry to the top in spite of unusual handicaps. Sorry that space does not permit detailing all the other products turned out of Exhibit. Counter games, novelty games (three of them), Gusher, Trapper, and Twister, Diggers and Rotary merchandisers and a marvelous new wonder machine called Chuck-A-Lette. It's great visiting these coin machine plants. If you've never visited Chicago, plan to do so soon and then by all means go visiting and see all the manufacturers and what they are doing for you.

EXHIBIT SUPPLY COMPANY BUSY MANUFACTURING ROTARY MERCHANDISERS. PHOTO shows the Rotary assembly line in Exhibit's factory, where the Rotary was originated, patented and perfected. It is being built exclusively by Exhibit Supply Company.


MARKSMAN
DRAW THE CROWDS • HOLD 'EM FOREVER
GET FIRST SHOT AT AMERICA'S
GREATEST SHOOTING SENSATION

MARKSMAN Brings BIG

IT'S IN THE HUMAN BLOOD...THAT IRRESISTIBLE URGE...TO SHOOT!

ALL SKILL ALL LEGAL

That's why "MARKSMAN" is such a SUCCESS—because it offers the public an opportunity to indulge in a rarely exercised test of absolute SKILL—a chance to enjoy the thrill of shooting—and hitting the mark. Men and women are equally eager to try their skill—boys and girls—youths—grown-ups—all enjoy this wholesome, innocent entertainment that readily gains the approving eye of the general public. "Gun-Lite" shooting is in heavy demand NOW, and "MARKSMAN" supplies the most REALISTIC—most ALLURING—most LIFELIKE sport of all. By every test—"MARKSMAN" easily takes in $250.00 a week in any average location. It's in a class by itself—a new field NOT crowded by competition! Proprietors of places catering to, or feeding the public are fast turning to "MARKSMAN" as a logical source of EXTRA REVENUE. You need not hesitate a single moment. Install "MARKSMAN"! the SOONER you do—the QUICKER you'll be making "MARKSMAN" PROFITS!

TRUE DUPLICATE OF REGULATION GUN
Shoots Bullet-Size Beam of Radio-Lite—Accurately—Harmlessly and Positively TRUE to the Shooter's AIM!

Handsomely Grained Walnut Gun Stand equipped with Ash Tray done in beautiful chromium. Long Extension Cord permits operation of "MARKSMAN" at any range between 5 and 35 feet. A distinct ADVANTAGE over limited ray-shooting units!

RANGE: 5 up to 35 feet!

YOUR INVESTMENT SECURED! NEW REPLACEMENT UNITS KILL ALL COMPETITION!!!

Most important of all—Your investment is SAFE because of the GREATEST FEATURE ever incorporated in any machine—RENEWABLE TARGETS FROM TIME TO TIME! Yes—NEW, INTRIGUING Target Arrangements will be available at regular intervals to every owner of "MARKSMAN." You are thereby assured over a period of YEARS—it's only necessary to make a small added investment in Renewable Targets to keep your "MARKSMAN" earning TOP MONEY!

The makers of "MARKSMAN" know the public demands constant changes in all forms of entertainment. Coin operated phonographs could not endure unless records were constantly changed. No theatre could survive without new programs. No automobile builder could stay in business without new models each year. Likewise, "MARKSMAN" provides new replacement panels at regular intervals with "MARKSMAN" holding sustained interest and "Life-Time" PROFITS for YOU!

You know of THOUSANDS of locations in your territory where coin operated equipment has been barred on account of — 1 — LEGALITY — ("MARKSMAN" is LEGAL everywhere!) 2 — SIZE — ("MARKSMAN" easily adapts itself to any location — see back page.) Yes! Every location is available NOW to the "MARKSMAN" operator. SEIZE YOUR OPPORTUNITY! ACT NOW—before some other alert business man beats you to it!

"MARKSMAN"..

(COPYRIGHT 1936)

PROFITS TO LOCATION OWNERS EVERYWHERE!

Ducks on the rise—TEN of them! An Automatic Gun shoots "bullet-size" shaft of radio lite. Wings illuminate on each duck in numerical rotation. Hit No. 1 duck, and No. 2 flashes on. And, so on—Ten shots to get 'em all for a perfect score!

MARKSMAN

PATENTS APPLIED FOR

• TAVERNS • HO ELS • HI-WAY INNS
S • CAFES • DEPO S • RESORTS • STORE
RNS • DRUG STO ES • ARCADES • HOTE

HOW IT OPERATES!

"MARKSMAN" is continuously ANIMATED with FLASHING LITE-UP targets. A perpetual attraction occurs until coin is inserted—Then all animation ceases in order not to disturb the shooter's aim. Bang! goes No. 1, and No. 2 appears on the target. The rest of the flock in numerical order until 10 shots have gone true to their mark. The scoring is automatic and easily understood. — For example: when player shoots at No. 7, he's aware six "hits" have been accomplished. When a total of TEN "hits" are made—the rising sun illuminates the words "Perfect Score." They keep at it everlastingly!

FIGURE YOUR "MARKSMAN" INVESTMENT THIS WAY!

First Cost on Terms	$298.50
No. 1 Replacement Target	35.00
No. 2 Replacement Target	35.00
No. 3 Replacement Target	35.00
No. 4 Replacement Target	35.00
No. 5 Replacement Target	35.00
No. 6 Replacement Target	35.00
Total Cost Eight Units	$508.50
Cost Each	$72.64

Imagine! EIGHT "MARKSMAN" UNITS at LESS than the Cost Each of an Average Amusement Device!

Buy it on

C R K FINANCE PLAN

Available to our Distributors, Jobbers and Operators everywhere. The "Marksman" game pays your weekly payments from profits. Investigate today! Wire or write.

7 Day Money Back Offer!

OPERATORS NO-RISK FREE TRIAL PLAN

"MARKSMAN" will be shipped to operators on receipt of the required deposit and payment arrangements. "MARKSMAN" may then be placed in operation, and, if for any reason you decide to return it within 7 days from date of delivery, shipping charges prepaid—KEEP WHAT IT HAS EARNED, and we'll REFUND every penny paid on the purchase of "MARKSMAN"!

Could Anything be More Reasonable or Fair? Only ABSOLUTE CONFIDENCE in the MERIT of "MARKSMAN" could prompt us to make such an offer! Place Your Order TODAY! Don't Delay!

Quarantee

aws CROWDS that come EARLY — stay longer
PAY BIG CHECKS — that come back again
d again to try their skill with "MARKSMAN"

"MARKSMAN" FITS EVERY LOCATION...

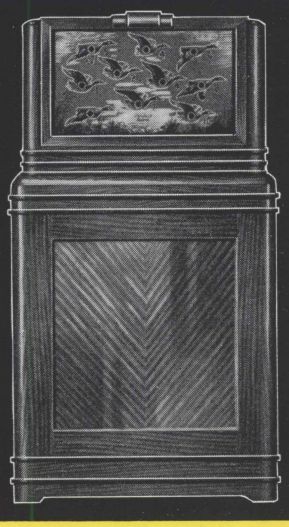
4 DIFFERENT TYPES OF INSTALLATION

LOW STAND
HIGH STAND
CEILING—WALL

NO PLACE TOO LARGE ➘ NO PLACE TOO SMALL!

HIGH or LOW Stand

"MARKSMAN" is available with an adjustable pedestal. May be raised or lowered to suit any location requirement. A turn of the bolt is all that's necessary. This feature eliminates interference with booths, counters, bars or other furnishings. Suits every type of building construction. A BIG ADVANTAGE over ordinary ray-shooting devices!

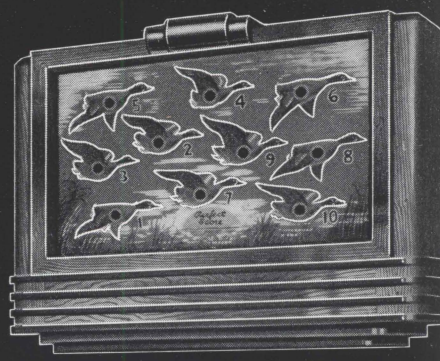


CONSOLE MODEL

"MARKSMAN" upper right, shown in the console model, may be used wherever space is available. Cabinet is sturdily and substantially built—modernistically designed to conform with the finest of location surroundings. Target Cabinet is the same as used on all models, and may be removed to mount on, or suspend from the

WALL or CEILING

"MARKSMAN" is pictured here hung on the wall. In this position it may be placed over booths, counters or bars without interference of any kind possible. You may also suspend "MARKSMAN" from the ceiling, rafters or girders, or from a projecting support. Wherever Wall Space and Floor Space is scarce, this installation capitalizes on "Air Rights"—something new in the field of modern operating.



With "Gun-Lite" Shooting in such HEAVY DEMAND—and with "MARKSMAN" furnishing the MOST REALISTIC and LIFE-LIKE sport of all—tested and PROVED for EARNINGS as HIGH as $250.00 per week—there's no reason to hesitate about installing "MARKSMAN" immediately!

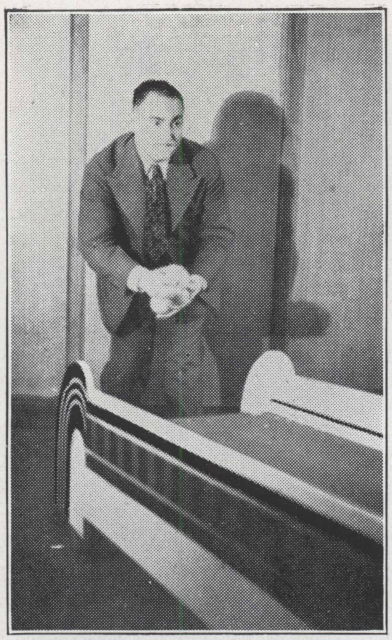
Men who operate "MARKSMAN" in QUANTITIES are willing to install it in any location without obligation. Operators have the same GUARANTEE of ABSOLUTE SATISFACTION that merchants and proprietors of retail establishments are given. Decide on BIG MONEY EARNINGS Today!

WIRE OR PHONE FOR "FIRST CRACK" AT "MARKSMAN" — WRITE

C·R·KIRK AND COMPANY

4309 West Lake Street, CHICAGO, ILL.

Manufacturers Automatic Coin Devices



NICK MALES, DE LUXE AMUSEment Company, San Antonio, Texas, demonstrates his skill on Bally-Roll "bowling type" game while visiting the plant of Bally Manufacturing Company. Nick is a Bally booster from "way back."

RESTAURATEURS SHOW TASTE FOR MODERN DESIGNS

Chicago—A trend toward ultra-Modernistic design was evidenced at the 18th anual convention and exposition of the National Restaurant Association at the Furniture Mart which ended today.

With 10,000 restaurateurs from all parts of the country in attendance, sessions at the convention featured round table discussions on "shop problems," while more than 300 exhibitors displayed their wares.

The trend toward modernistic equipment was emphasized in the short bar and table display of the Vitrolite Division of Libby-Owens-Ford Glass Co., Toledo, introducing a square-design glass top in multicolor, adaptable to "casino" type restaurants as well as to more conventional eating and drinking establishments.

The tops are made of opaque structural glass, with cromium-plated bases carrying out the modernistic note.

Cigarette For Penny

In the allied equipment field, a display attracting considerable attention was that of the new "Smoke-A-Taire," penny cigarette vending machine.

The machine, approximately 4 by 12 inches, is designed for display near the cash register in restaurants, drug and cigar stores. The machine is equipped with "advertising wings," which can be attached to each side of the unit to carry cards 4 by 5 inches in size.

MaCott, Inc., Chicago, is manufacturing and distributing the machine.

A marionette show was staged by Tendra Kitchens, Inc., Cincinnati, O., in conjunction with an exhibit of its new product, "Tendra," for tenderizing and reducing the cooking time necessary for meats.

The convention was concluded late today with an executive session at which plans for promotion around the 1937 National Restaurant Week, to be held in the late spring, were laid.

CIGARETTE MACHINES

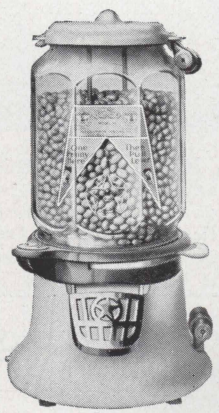
How many cigarettes per hour can the best machines turn out?

A Richmond plant has machines which turn out twenty cigarettes per second per machine, that is, 1,200 per minute, or 72,000 per hour.

Nobody learns how to invest except by investing, and the early experience is always costly.

Designed for BIGGER PROFITS

The outstanding modern design and beauty of COLUMBUS Vending Machines helps make them the favorite of location owners in the Southwest who welcome these colorful "silent salesmen" in their places of business.



MODEL "M"

"The Popular Peanut and General Confection Vendor of the Southwest"—furnished in beautiful light green porcelain finish. A Sure Winner of more play and larger profits.

Their dependable easy-to-service mechanisms coupled with their rugged construction throughout is one of the reasons why so many operators insist on Columbus Vendors.

Cash in on the experience of successful operators everywhere who know the money making merits of these machines —operators who year after year, through good times and bad, have earned steady profits from their routes of Columbus Vendors.

Right now is the time to bring your route up to date with Columbus Vendors. You will be surprised at their low upkeep cost and the extra business they attract.

WRITE FOR DESCRIPTIVE FOLDER

DISTRIBUTED BY

F. C. EWING COMPANY

"THE OPERATORS FRIEND"

P. O. Box 851—Phone 2-8648

1414 E. Lancaster FORT WORTH, TEXAS

News from the Office of Automatic Amusement Co. Fort Worth, Texas

A welcome was given the following: Joe Akers (Beau Brummel of the Triple A Novelty Company) who is back after a three weeks' illness; also to Tubby Andrews, a member of the firm, whose wife is now out of the hospital and is reported as improving nicely.

W. R. Cox, operator from Mineral Wells, Texas, was visiting in Fort Worth this week.

Red Montgomery, from our neighboring city of Waco, was a recent visitor to this city of the famous Frontier Centennial.

S. L. Stanley, Automatic Amusement Co., with home offices in Memphis, Tenn., has returned from a trip to Chicago. While on his rounds, he also visited his San Antonio office.

Miss Helen Savage of the Fort Worth office made a business trip to San Antonio this past week-end.

BIG STATE NOVELTY'S MANAGER FISHES

N. Nigro, Big State Novelty Company, Fort Worth, Texas, is glad to be back on the job now after having been somewhat indisposed for a while. Mr. Nigro was visited Saturday evening by the AUTOMATIC WORLD scribe, who was told that he had been taking advantage of the pretty weather lately by going out fishing.

"I'm planning an amusement park on this spot," smiled the handsome stranger. To which, declares Dorothy, the luscious lass replied, "Well, hurry up and park, big boy. I crave amusement!"

F. C. EWING CO.

The Operator's Friend

Triple Cleaned No. 1 Spanish Peanuts, Blanched Spanish Peanuts

Blanched Virginia Peanuts and Cashew Nuts

Fancy Grade for Vending Machines

Write for Prices

AMERICAN CHEWING PRODUCTS

¾" and ⅝" Ball Gum

1414 E. Lancaster—P. O. Box 851

Phone 2-8648 FORT WORTH, TEX.

DAVAL RACES ON PROMINENT CIGAR STAND LOCATION shows beauty and attractiveness of machine. Cigar stand reports biggest profits ever earned with Daval Races counter game. Al S. Douglis, President of Daval Manufacturing Company, is making a collection of location photographs for operators' manual.

DALLAS OPERATORS HOLD REGULAR MONTHLY MEETING

Harry Turner, president of the Dallas local Association of operators, also owner of the Turner Operating Company, 705 South Ervay St., Dallas, makes the following report:

The local Association held its regular meeting at the Jefferson Hotel, Monday evening, October the 12th. A Dutch lunch was served of weiners, sauer kraut, beer and all the side trimmings.

John Bachman, secretary for the local Association, expressed his surprise at the small attendance. The officers were very anxious to see the boys show some interest when this was a social meeting.

Remarks, under the open order of the meeting, were made by Earl Reynolds pertaining to the present status of affairs at Austin. President Harry Turner wishes all members of the local Association to send or hand their dues to him or to Secretary Bachman. This should be done at once, as the need is very urgent. For most desirable results, each individual member must give his active support to the president and secretary in their efforts to accomplish worthwhile things. President Turner remarked that the officers did not enjoy having to always beg for money and that he hoped that each operator would do his part so that they would all be in better shape in 1937.

A hunk of chocolate is a good substitute for a highball.

DON LEARY REPORTS DECCA TIE-UP WITH LOCAL TWIN CITY OPERATORS

Word just received from Don Leary, that wide-awake secretary of the Minneapolis Amusement Games Association, with his office in the Andrus Building, calls attention to the splendid cooperation of Al Christman, the Decca record representative, with the local music operators. He also enclosed sample card such as Mr. Christman furnished, size 4 by 9 inches printed in black upon silver—a very classy layout.

He writes as follows:

"I am enclosing a card which is a sample of a bit of merchandising that Al Christman, the Decca record representative from this territory, succeeded in putting over for the benefit of phonograph operators in Minneapolis and St. Paul.

"These cards call attention to the appearance of Bob Crosby at the Nicollet Hotel, and also urging patrons to play his latest numbers. They will appear on practically all of the phonographs in the Twin Cities, inasmuch as these cards are being furnished free to all of the operators.

"This is another example of the co-operation that Mr. Christman is giving the operators in this territory, and it is going a long way towards popularizing Decca records with operators. At the same time, he is increasing their phonograph earnings, for it seems that whenever Christman succeeds in putting over a tie-up like this, the records that he features always get a good play."

You can't enjoy beautiful scenery when you're hungry.

THE GENTLEMAN IN HIS SHIRT SLEEVES (BECAUSE HE ALways pulls off his coat and goes to work for operators) is the congenial F. W. Bannister with some of his assistants, who help him with the constantly increasing business of the A. A. A. Novelty and Sales Co., 2166 North Illinois Street, Indianapolis, Ind. The picture discloses the fact that Mr. Bannister has been compelled to rent a vacant theater to store from day to day his Rock-Ola Multi-Selectors and the new 1937 Rock-Ola Rhythm Kings, so great has the increase in his business developed in the past few months. Good service to operators is the answer.

SWAMPED BY PENNY SAVING HABIT

Cleveland, O.—For five years Christopher R. Geiger of 2995 E. 57th Street has saved Indian head pennies and odd numbers of pennies so that now he is faced with the problem of what to do with the 5,000 coins he keeps in two cigar boxes and a cardboard container.

He has been saved, he said, by the scarcity of Indian head pennies now, compared with the way they used to pour into his hands when he started his collection.

The coins come to Geiger in collections from a chain of vending machines he operates. Counting and rolling his income of pennies has been another task.

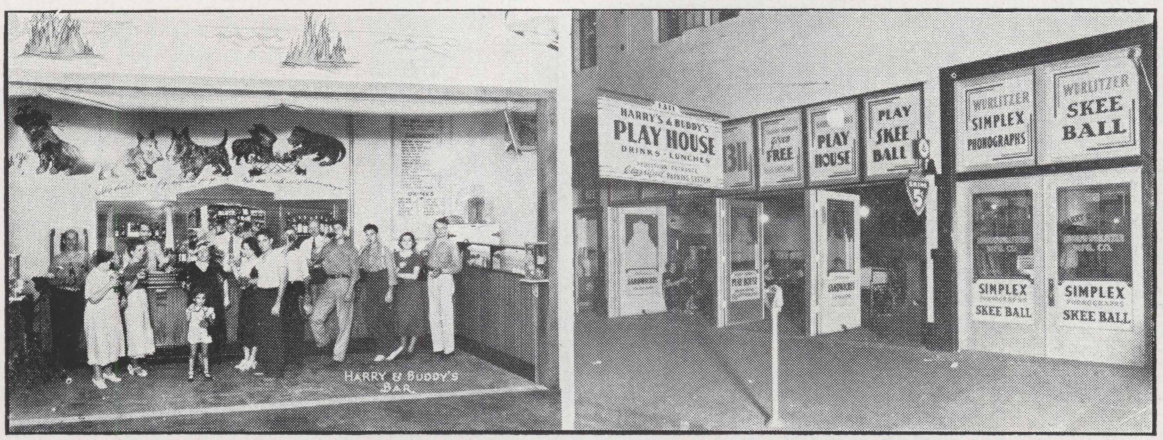
"I label the rolls, then deposit them in the bank. In all the years I've been doing it, I have made only one mistake," he said.

"One day the bank spent five cents to telephone me that I was a penny short in a roll."

GUM MACHINE STOLEN

Aberdeen, Wash.—A gum vending machine was stolen this week-end from the front of the Golden Rule store on Heron street.

The great Tay bridge in Scotland contains 85 piers and is two miles long.



HARRY AND BUDDY'S PLACE, DALLAS, TEXAS, OWNED BY HARRY DROLLINGER AND his son, Buddy, which is doing a good business. The cut at the left shows the bar, where a part of the continually large crowds are refreshing themselves. Venders of most all types are used. The cut at the right shows the entrance on Elm street, where the attractive signs are very conspicuous.

On to Chicago! Make Reservations Early; January 11 to 14

This advance publicity is being furnished you folks who are busy, so you can not only make your plans to go to Chicago to the biggest show ever to be staged, but you can have a part in making it even larger by telling your friends about it. Decide at once that you are going to attend and then boost it to your friends.

If you have made the trip before, you are probably "champing at the bit" to have the date of the opening roll 'round so that you can "get going." And, if you have never attended the big National Coin Machine Show, do so this year by all means. If you ever go once, you will never miss another—it is the liveliest and most pleasant occasion of the entire year.

A committee headed by your President, Earl Reynolds, selected the Texas and Pacific line again this year. The line has always extended every service and courtesy, and there will, of course, be private pullmans for the party. The T and P line offers every modern convenience, and the wants and needs of the delegation will be amply cared for, from "soup to nuts." The T and P officials have personally promised every cooperation.

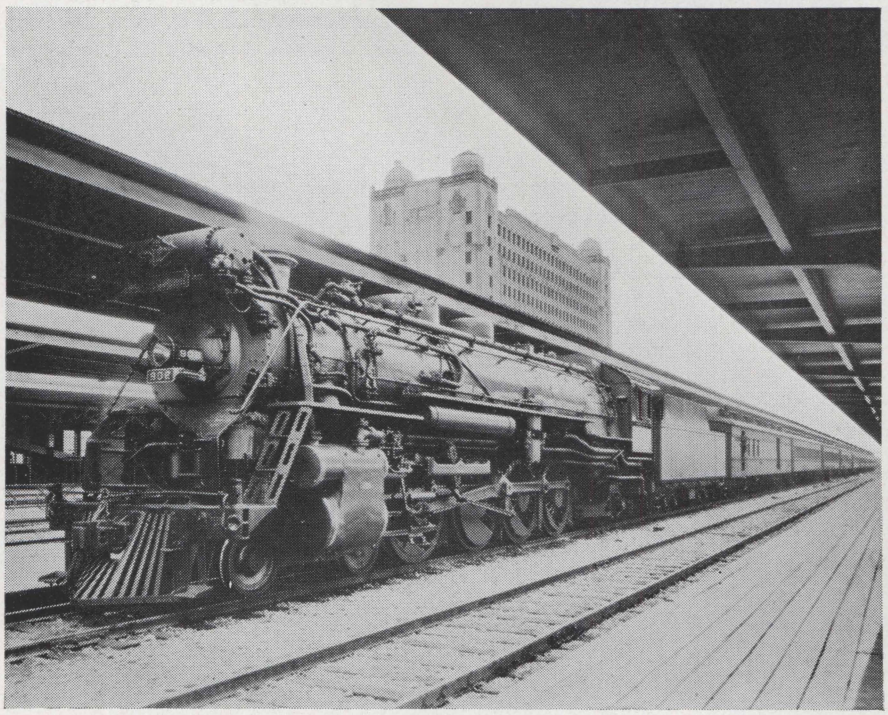
Boys, if you don't go, you will miss one the best get-togethers with congenial campaigners that you can imagine. Everyone who has ever made the trip with this group from the Southwest knows what a good time they always have going and coming back.

Decide at once to go—then write Oscar J. Branch, of the AUTOMATIC WORLD, telling him to make your reservation. All you have to do is to state specifically what accommodations you want. The reservations will be made immediately, thus insuring you of being included in the special delegation. Then, if you would like to secure reservations at the Sherman Hotel in Chicago, advise the number of rooms required and other information needed to allow Mr. Branch to intelligently negotiate with the Sherman. The Sherman Hotel is the headquarters for the Big Show, and, of course, all the exhibits will be there. If you want to stop at the headquarters hotel, all you have to do is to ask for this reservation along with the train accommodations.

You will find a schedule of the timetable from the various points of contact with rates on the fares, also pullman rates. Make your plans well in advance so that accommodations can be arranged satisfactorily.

The largest delegation the Southwest has ever sent is the goal! Give us your support. It will be beneficial to you individually and to our industry as a whole.

(Signed) EARL REYNOLDS,
President Texas Coin Mchn. Op. Assn.



THIS IS THE TYPE OF TRAIN WHICH OPERATORS WILL RIDE TO CHICAGO in January, 1937. It will have several Pullman cars which will be occupied only by operators, who with their wives, will have the best time of their lives. The train is high-class in every respect and you will certainly enjoy its modern conveniences.

COIN-OPERATED MACHINES FOR BEAUTY SHOWN

Chicago—Catering to the young woman of limited means, to whom economy is more important than elaborate service, two machines which dispense beauty treatments in return for a coin in the slot were displayed at the 17th annual convention of American Cosmeticians Association here this week.

AMI Distributing Co., Chicago, is in charge of the equipment, which has enjoyed some popularity on the West Coast. While it is intended for beauty establishments, its more or less automatic nature may eventually lead to installation in any convenient spot, such as a drug store.

By inserting 15 cents in the "Helio Ray Lamp," the shop girl can procure a violet ray treatment automatically. It requires a 25-cent piece to put the "Electro-Vac System" into operation.

TO OPERATORS WHO DID NOT ATTEND THE STATE MEETING

John Bachman, secretary of the Texas Association of Coin Machine Operators, says that he thinks the operators who did not attend the September meeting at Dallas should lend their support in this way.

Please send your dues at once to President Earl Reynolds, Jefferson Hotel, Dallas, or to him (John Bachman) at 5400 Goodwin Avenue, Dallas.

Secretary Bachman thinks that the manufacturers have certainly shown a fine spirit of co-operation, and they should be remembered in some way by the many operators over the country.

In letting the passions rule us we gain a few high moments and a great many low days.

CALLING ALL OPS!!

ON-TO-CHICAGO

For the National Convention of Coin Machine Manufacturers and Operators, to be held in Chicago January 11—14, 1937, inclusive. The Transportation Committee has selected the following Official Route—

TEXAS & PACIFIC RAILWAY FROM NORTH TEXAS
MISSOURI PACIFIC LINES FROM SOUTH TEXAS
VIA ST. LOUIS—THENCE ALTON TO CHICAGO

High Grade Solid Steel Sleeping Cars will be operated thru to Chicago for our party.

Make your reservation early. Address your application to

OSCAR J. BRANCH
Editor
AUTOMATIC WORLD
120 St. Louis Ave.
Fort Worth, Texas

Obey that Impulse, DO IT NOW!

From	Schedule	Date	Road	Round Trip	One Way Lower
Lv. El Paso	9:00 p.m.	Jan. 8	T&P	$56.10	$10.25
Lv. Abilene	10:20 a.m.	Jan. 9	T&P	44.15	8.50
Ar. Fort Worth	2:40 p.m.	Jan. 9	T&P	38.20	7.00
Lv. Amarillo	9:45 p.m.	Jan. 8	FW&DC	40.60	9.50
Lv. Wichita Falls	3:30 a.m.	Jan. 9	FW&DC	38.65	*7.00
Ar. Fort Worth	6:25 a.m.	Jan. 9	FW&DC	38.20	7.00
Lv. Fort Worth	3:05 p.m.	Jan. 9	T&P	38.20	7.00
Lv. Dallas	3:50 p.m.	Jan. 9	T&P	38.20	7.00
Lv. Temple	12:43 p.m.	Jan. 9	MK&T	43.05	*7.00
Lv. Waco	1:35 p.m.	Jan. 9	MK&T	41.70	*7.00
Ar. Dallas	3:50 p.m.	Jan. 9	MK&T	38.20	7.00
Lv. Dallas	4:00 p.m.	Jan. 9	T&P	38.20	7.00
Ar. Longview	6:45 p.m.	Jan. 9	T&P	35.00	6.50
Lv. San Antonio	9:00 a.m.	Jan. 9	MP	48.60	9.00
Lv. Austin	10:55 a.m.	Jan. 9	MP	45.40	8.50
Lv. Houston	12:30 p.m.	Jan. 9	MP	44.25	8.25
Ar. Longview	6:25 p.m.	Jan. 9	MP	35.00	6.50
Lv. Longview	6:45 p.m.	Jan. 9	T&P	35.00	6.50
Lv. Texarkana	8:55 p.m.	Jan. 9	MP	31.35	5.75
Ar. St. Louis	8:30 a.m.	Jan. 10	MP	—	—
Lv. St. Louis	8:58 a.m.	Jan. 10	ALTON	—	—
Ar. Chicago	1:53 p.m.	Jan. 10	ALTON	—	—

*Indicates Pullman Fare from Fort Worth or Dallas

YOUR TICKET SHOULD READ "SUNSHINE SPECIAL" TO ST. LOUIS ALTON TO CHICAGO RETURNING SAME WAY

J. W. SMALLEY GOES TO MEMPHIS, TENN.

A visitor to Fort Worth's Electro Ball office last week was J. W. Smalley. He has been employed by this company for a number of years. Mr. Smalley is going to Memphis, Tenn., to take charge of that office. He was visiting Harvey Mize, manager of the Fort Worth branch.

MRS. BURKE COMPOSES POEM TO RHYTHM KING

Mrs. R. J. F. Burke the charming wife of "R. J. F." who is well-known as the Louisiana representative for Fisher Brown Company,—recently paid a visit to the ROCK-OLA factory and became so enthused over the new ROCK-OLA Multi-Selector Phonograph ("Rhythm King") that she was inspired to write the following poem which for meter and rhythm is perfect.

If the Governor of Louisiana ever appoints a "Poet Laureate" we certainly recommend Mrs. R. J. F. Burke.

HAIL TO THE KING!

Conceived within the mind of man—
A marvel—given birth,
To charm, with sweetest melody,
The people of the earth.

With perfect rhythm, pure and true,
In accents clear and sweet,
It makes a joyous rendezvous
When music-lovers meet.

The luring cadence of its voice—
As tones, entrancing, swell—
Re-echo in the souls of men
Beneath its magic spell.

Its rich, full notes of harmony,
And golden tones impart
A joy to gaily dancing feet—
A lift to every heart.

Bedecked and robed in courtly style,
It's destined to enthrall
And reign in proud supremacy
As sovereign of them all.

Long may it rule in majesty,
While well-earned praises ring,
In honor of the truly great—
ROCK-OLA'S "RYHTHM KING!"

ROTARY MERCHANDISER IS LEGAL

The Exhibit Supply Company sends us the following extract taken from a London, England, trade journal:

"At the Guildhall on Saturday last the magistrate dismissed a charge brought by the police against Benjamin Rose, licensee of the "Woolpack" public house, Minories, of keeping the premises as a common gaming house, where there has been installed a machine known as "Rotary Merchandiser." Mr. Thomas Cross, the owner, was called by the defense to demonstrate the machine succeeded in extracting a clock and petrol lighter out of six trials, the chairman, Alderman Warr, remarked that it had been clearly demonstrated that this was a game of skill, and dismissed the charge."

Exhibit states the above helps to substantiate their claim that skill predominates in their Rotary Merchandiser machine.

We keep on fooling ourselves long after we have ceased to fool others.

Oklahoma Ops May Join S. W. Ops at St. Louis En Route to Big January Show in Chicago

While officials of the National Association of Coin Machine Manufacturers have been whipping plans in shape for the "Big Show" which is to be held in Chicago, January 11 to 14, operators and distributors in the Southwest have been laying plans to attend in a way to obtain the greatest pleasure as well as profit from the trip.

In Texas, Earl Reynolds of Dallas, president of the Texas Coin Machine Operators Association, has already completed arrangements with the Texas and Pacific Railroad Company for special cars which will be picked up in Fort Worth and Dallas and taken right on through to Chicago, via the Missouri Pacific from Texarkana, through Little Rock to St. Louis. At St. Louis the cars will be switched to a special train over the Chicago and Alton, without any change or inconvenience to the passengers. Details of the train and its schedule are told elsewhere in this issue by Mr. Reynolds. However, it will not be amiss to refer to the schedules here.

The train will leave Fort Worth at 3:05 p.m., Saturday, January 9, 1937. It will leave Dallas at 3:50 o'clock the same afternoon. These hours make it convenient for North, West and South Texas operators to join the Central Texas boys in the daytime, with a few hours stopover for some of them.

At Longview, Texas, they will be joined by others from the South Texas area and from Southeast Texas.

The Western Louisiana operators may join the party at Marshall or Texarkana, and the Arkansas delegation will be picked up at Little Rock and intermediate points.

Oklahoma operators who may wish to join the rest of the Southwestern bunch may do so at St. Louis. They have a train which arrives in St. Louis around 8 o'clock in the morning of January 10 in time for them to catch the Alton Special. They may be assured of a reservation on the Alton from St. Louis to Chicago by writing Mr. Reynolds of Dallas or O. J. Branch of the AUTOMATIC WORLD. Their rate, of course, will be the same whether they go through St. Louis and join their Southwestern brothers or over some other route.

Texas, Louisiana, and Arkansas ops from whom AUTOMATIC WORLD has heard are very anxious for the Oklahoma bunch to join them in St. Louis and help them make Chicago sit up and take notice that the great Southwest has come to town.

TORONTO DISTRIBUTOR VISits Chicago—Louis Rosenberg of Roxy Novelty Co., Toronto, Ont., snapped at plant of Bally Manufacturing Company, during recent visit to Cointown. He is shown admiring Bally's "Ray's Track," for which machine he is said to have placed large orders.

NEW KEY RINGS

Specially Made for Vending Machine Operators

No. 80 Holds 80 to 100 Keys—35c
No. 150 Holds 100 to 150 Keys—50c
Postpaid—Stamps Accepted

SATISFACTION GUARANTEED

Large Vending Machine Catalog Free With Order, If Requested

VIKING SPECIALTY CO.

530 Golden Gate Avenue
SAN FRANCISCO, CALIF.

LOOK AT THESE PRICES!

1 Keeney's Bowlette (used few weeks)	$139.50	1 Derby (Electropak)	54.50
3 DeLuxe 46, each	19.50	1 Hialeah	49.50
1 Sunshine Derby	29.50	3 Naturals (Electropak) ea.	69.50
2 Jumbos, each	29.50	2 Sportsman (Visible Slot), each	10.00
1 Grand Slam	22.50	1 Pamco Speedway	47.50
1 Pinch Hitter	39.50	1 Tycoon (Electropak)	37.50
1 Double Header	49.50	1 Mammoth	22.50
1 Derby	49.50	Reel 21 or Reel Races	12.50
		15 Mills QT Pay Tables, ea.	35.00

Other prices upon request. Every machine guaranteed good condition. One-third deposit with order.

WEWOKA NOVELTY CO.

P. O. Box 755 WEWOKA, OKLAHOMA

BAKER MACHINE CO. MANUFACTURES CIGARETTE PERMIT HOLDERS

The Baker Machine and Plating Company, Inc., 330 Bryan avenue, Fort Worth, Texas, manufactures a handy, serviceable metal holder for the dealer's permits which the State Department demands be shown on each cigarette vending machine.

Since the state requires each operator to display this permit with every cigarette machine, this firm has built up a good business supplying ops with these holders, which have been approved.

If you operate cigarette machines, no doubt, you will wish to contact this firm whose advertisement appears elsewhere in this issue of AUTOMATIC WORLD.

JACKSONVILLE NOVELTY CO. TO REPRESENT WURLITZER

D. E. Lattimore of Jacksonville, Texas, reports that he is going to sell Wurlitzer phonographs in East Texas and Northern Louisiana.

Mr. Lattimore thinks that business will be unusually good this fall and winter.

Electro Ball Offers "Bat 'Em-Land"

Electro-Ball Company, with general offices in Dallas, and branches in Fort Worth, Waco, San Antonio, Houston and Wichita Falls, Texas, Oklahoma City, New Orleans and Memphis, Tenn., has acquired the manufacture and distribution of "Batem", a proven baseball game, successor to Joe Aronoff Company of Dallas, according to an announcement by S. H. Lynch, president of Electro-Ball.

According to Mr. Lynch, a search was started three years ago for that "something" that would meet all requirements and hold the attention of "Old Man Public" while showing a fair return to the operator. Through accident "Batem" was discovered at a Century of Progress and the following interesting facts are revealed: Joe Aronoff originated "Batem" in 1915. He started it as a portable game operating at carnivals and amusement parks, without considering it as a permanent, year 'round business possibility. One of the original games was placed in Coney Island, New York City. It has continued to operate there successfully for 15 years. Other locations were made from time to time in cities ranging in population from 10,000 to 3,000,000, and all have been a success, without any special merchandising effort. At a Century of Progress it was a huge success, for the two year period, and at present it is a big attraction at the Texas Centennial Exposition in Dallas. A new downtown location in the theater section of Dallas is going good.

Beat-Em appeals to everyone, men, women and children, for it is good, healthful fun. And every baseball fan has had the urge to step up to the plate and "swat the old 'apple". Bat-em satisfies that urge. The game is played indoors, with a mechanical "pitcher" throwing the ball. A regulation bat and ball are used.

The player receives nine strikes for a nickel, and gets all the thrill and healthful exercise of standing at the plate in a real game. The ball is batted onto a canvas background marked single, double, triple and home run. Points are scored according to where the ball hits. A single is one point, a double two, and so on. Balls that strike the sides or ceiling of the court are called fouls. The game is safe for anyone to play. "Bat'Em" is a logical foundation for a year round profitable sportland. It has a potential earning power of $12 per hour. It has no legal difficulties, for awards are not necessary to get the public to play Bat'em.

The Electro-Ball Company has originated a plan for operating a money-making "Bat'emland" (copyright applied for) wherein "Bat'em is the foundation, and bowling type games, electric shooting machines, automatic photograph machines and phonographs, vending machines and other automatic equipment rounds out an attractive and profitable sportland. Details of this plan are offered to interested operators.

Mr. Lynch also said, "During the recent meeting of coin operated equipment manufacturers and operators in Dallas, several of the manufacturers saw "Bat'Em" and were very enthusiastic about its possibilities. Some of them predicted that "Bat 'Em" will make it possible to operate entirely legal sportlands in all parts of the country."

BARGAINS

10 Evans Rou-Lettes, old model, each $60.00

5 Evans Rou-Lettes, latest improved models, slightly used, perfect condition, each $125.00

5 A.B.T. Grand Prize, almost good as new, each.....$30.00

Above boxed, ready for shipment

W. T. JOHNS

110 North Flores Street

SAN ANTONIO, TEXAS

Propriety

Observing the proprieties can be carried to ridiculous extremes.

"Mr. Florish," babbled the great Badzib, emotionally, "I been drinkin', been in poker games two days an' now I gotta go home and face m' wife. I want shome flowers."

"A difficult situation," responded the florist. "Still, some appropriate blossoms may assuage the lady's wrath. What would fit her general characteristics? Roses? Daises? The delicate jasmine flower?"

"Gimme shome tiger lilies."

Guilt

To what extremes does not guilt often drive us!

"What the matter here?" asked the policeman of the battered man lying on the sidewalk outside an apartment house.

"Oh, just absent-mindedness," was the reply.

"What are you talking about?" retorted the officer.

"Well, you see I live on the fourth floor of this building. My wife and I are both very absent-minded. I just came home from a long business trip, and my wife and I were at the dinner table when a step sounded in the hall and some one tried the door. Well, my wife is so absent-minded that she said, 'Goodness, here comes my husband!' and I'm so absent-minded that I jumped out the window."

Mid-West Novelty Sales Co.

ANNOUNCING

The opening of a new display room, with all the latest games

PAMCO BELLS
SARATOGA
BALLOTS
HURDLE HOP
GROETCHEN 21
DAVAL RACES
TURF CHAMPS
POLICIES
PREAKNESS
MONTE CARLO
HIGH STAKES
REEL RACES

WURLITZER SKEE BALL AND MANY OTHERS
WURLITZER SIMPLEX AND CAPEHART ORCHESTROPE
In Stock at Factory Prices

Velvetone Needles.....35c Key Rings 35c

Get our prices before you buy. We know we can save you money.

TULSA, OKLAHOMA
415 East Third Street

MUSKOGEE, OKLAHOMA
812 West Broadway

D. B. BOONE VISITS DALLAS

D. B. Boone, of the Automatic Novelty Company, Waco, Texas, was in Dallas last week on business. How these operators do keep you busy attempting to keep up with them!

In many parts of this country during the middle of the last century, both men and women indicated their attitude toward matrimony as well as their marital status by the way they wore a ring. When on the first finger it meant they wanted to be married, on the second finger that they were engaged, on the third that they were married and on the fourth that they wished to remain single.

A husband can stand an occasional tongue-lashing from his wife—and expects it—but he's exceedingly tender on the subject of stock-market operations, and every humane woman with a grain of feeling ought to know it by this time.

DIGGER BARGAINS

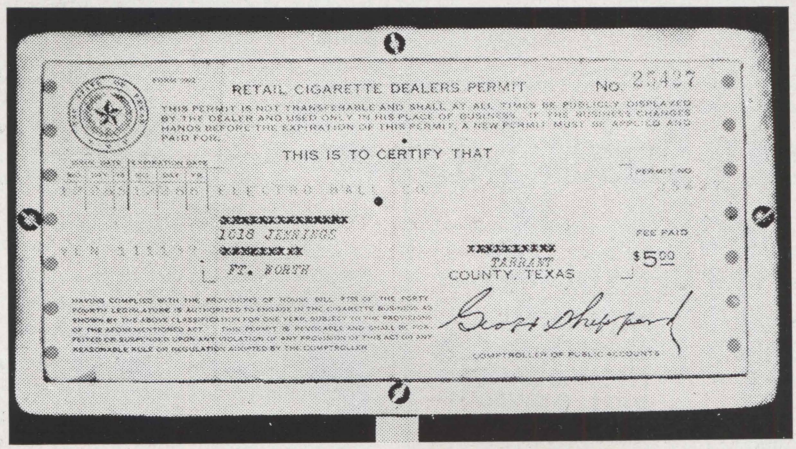
4 1936 Buckley Treasure Islands, each $75.00
1 Exhibit Electric Eye....$30.00
All in perfect condition.
Will trade for late slots.

JOHN McGEE
P. O. Box 192
NORMANGEE, TEXAS

THE FIRST BIG NEWS OF THE 1937 COIN MACHINE CONVENTION breaks forth when W. R. Greiner, advertising manager of the Northwestern Corporation, releases the information that Toni Jolien, striking beauty and a Hollywood prospect, by far the biggest attraction of last year's show, will again appear in the role of "Miss Northwestern."

NOTICE CIGARETTE MACHINE OPERATORS

Holder for Retail Cigarette Dealers Permit—MEETS STATE REQUIREMENTS


RETAIL CIGARETTE DEALERS PERMIT NO. 25437
THIS PERMIT IS NOT TRANSFERABLE AND SHALL AT ALL TIMES BE PUBLICLY DISPLAYED BY THE DEALER AND USED ONLY IN HIS PLACE OF BUSINESS. IF THE BUSINESS CHANGES HANDS BEFORE THE EXPIRATION OF THIS PERMIT, A NEW PERMIT MUST BE APPLIED AND PAID FOR.
THIS IS TO CERTIFY THAT
1618 JENNINGS
FT. WORTH
TARRANT COUNTY, TEXAS
FEE PAID $5.00
COMPTROLLER OF PUBLIC ACCOUNTS

Description of Permit Holder: Made of cast aluminum. Inside measurements 4"x8". Satin finish; celluloid cover; cadmium plated screws and arm or holder bracket to fasten to machine. Easy to install. Price: 100 or more, 50c each; less amounts, 60c each.

BAKER MACHINE & PLATING COMPANY, INC.
330 BRYAN AVENUE—FORT WORTH, TEXAS

Patents and Models Perfected—Machine Work, Dies, Metal Stampings—Aluminum and Brass Castings, Bronze Bushing Stock—Bronze Tablets Made to Order. Let us manufacture your products.

A Michigan driver who leaned on his horn all the way through town was pelted with eggs and tomatoes, a a harvest idea for drouth-stricken farmers.—Rock Island Argus.

Men will not fully realize the grim potentialities of the trailer until their wives begin back-seat driving from the kitchen.

Most anything is possible except a radio announcer giving the details of a prize fight without getting excited.—Nashville Banner.

Where It Belonged

Judge (to amateur yegg): "So they caught you with this bundle of silverware. Whom did you plunder?"

Yegg: "Two fraternity houses, your honor."

Judge (to sergeant): "Call up the downtown hotels and distribute this stuff."

GERBER AND GLASS REPORT REEL "21" SALES RECORD

Gerber and Glass, one of the largest automatic distributors in the entire country report an unprecedented demand for the Daval Company's latest counter game sensation, Reel "21."

According to Paul Gerber, "At the present time we have 18,000 Reel 21's on order from jobbers and operators all over the country. Although this seems like a tremendous number, each and every order is being shipped immediately as we promised.

"It isn't very often that a coin operated machine will receive the tremendous sales response that Reel 21 is enjoying. From the day Mr. Glass and myself first saw this counter game sensation, we sensed that again the Daval Manufacturing Co. had produced a low priced counter game that would net the operator slot machine profits. We advised the Daval Company to double their regular shift and immediately start operating on a 24 hour basis. Mr. Douglis and Mr. Helfenbein accepted our advice and went to bat. The fact that they are meeting this demand is primarily due to their preparedness for it."

Mr. Glass added, "The operator takes absolutely no chances when he purchases Reel 21, from Gerber and Glass. Our unqualified seven day free trial offer is one of the most liberal offers ever made in this business. We have sold over 15,000 Reel 21's already. We have yet to receive one request from an operator for the return of his money. According to reports, the average receipts will return the operator's original investment in less than four days.

"Because of the big demand, operators don't have to worry about their orders being delayed. We are fully prepared to ship just as fast as the orders are received."

Food

It is well that diners cannot see what transpires in the preparation of their food.

An English gentleman, lately arrived in China, sent for his native cook to congratulate him upon an exceptionally tasty dinner.

"I hope, Kong Ho, you did not kill one of those dogs to provide the soup," he laughingly remarked, referring to China's pariah dogs.

Kong Ho made a solemn gesture of dissent.

"Me no kill dog, master," he declared. "Him all dead when I pick him up."

Photo by Don Loyd, 310 Bewley Bldg., Fort Worth, Texas.

HOMER ENTERTAINED IN FORT WORTH AT THE FRONTIER CENTENNIAL IN THE GOOD old-fashioned style—even provided "covered wagons" drawn by burros to convey his guests from the "Casa Manana" to the "Pioneer Palace"—at least 100 feet away. Homer Capehart is Vice-President of the Rudolph Wurlitzer Company, North Tonawanda, New York. Homer is "tops" as a host—everyone always enjoys his generous spirit of good fun and fellowship. He'd make a "hand" on any "rancho grande."

WESTERN OFFERS REPORT BOOK FREE

"Jimmy" Johnson, owner of the Western Equipment and Supply Co., announces that until further notice, a handy pocket size collection report book will be given free to every purchaser of a Western automatic device.

These collection report books contain one hundred pages, fifty originals and fifty duplicate receipts. One-half dozen sheets of carbon paper are included in the back of the book. A sturdy cover protects the sheets against damage and tearing.

Each sheet contains complete spaces for data as follows: Key number, date, kind of machine, name, address, total amount in machine, percentage, tax, less expense, deduct, net amount to divide, merchant's share, balance due operator, remarks, merchants' signature.

Remember to insist on one of these fine books when you purchase a Western machine.

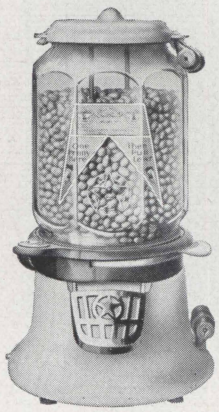
Retort Proper

A well-known sophomore at Ohio State University was returning to school after an unusually exhilarating "night before." He went into a railroad restaurant and ordered a soft-boiled egg. The waitress (who, strange as it seems, was in a hurry) dropped the egg. "Now what shall I do?" she cried.

The college boy, still a little sleepy, shouted, "Cackle."

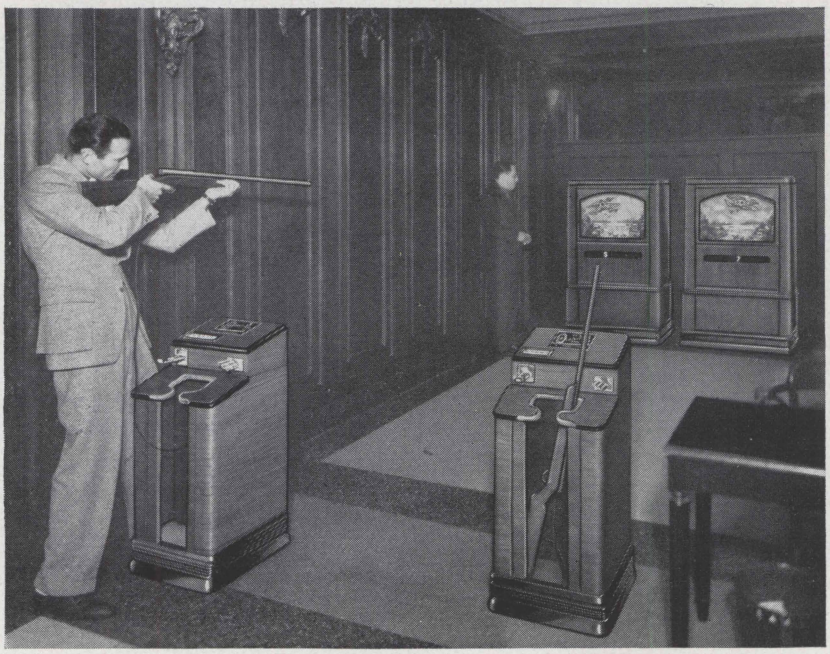
—Michigan Gargoyle

COLUMBUS
Model "M"
Peanut and Confection Vendor

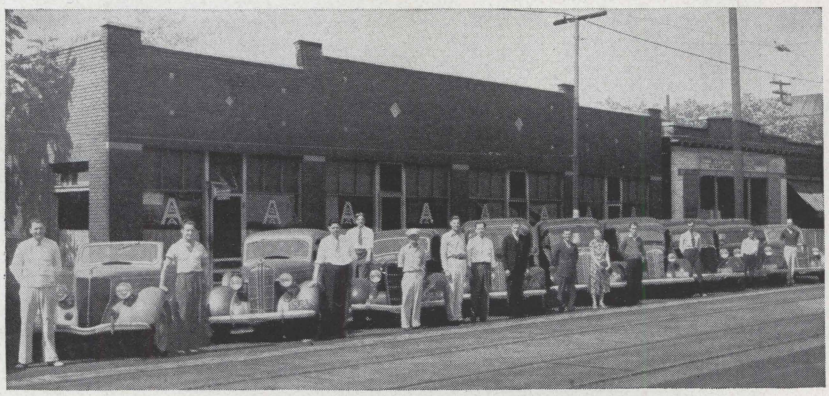


How long will your machines be productive? Why Experiment? Eventually you will use Columbus Vendors

F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS



STEVE LA MARR, MEMBER OF THE "THREE HEAT WAVES," stars of stage, screen and radio, relaxes between acts by demonstrating his skill on Rock-Ola's Tom Mix Radio Rifle in Paul Gerber's Playland in the lobby of the Sherman Hotel, Chicago, while Paul looks on in admiration. LaMarr has become so efficient that he can score eight times on one duck, which is a world's record for performance on this type of rifle. Before attempting to book orders on the Tom Mix Radio Rifle, Mr. David C. Rockola insisted that 92 machines be placed in strategic locations, to test and retest every single item of the mechanism, in spite of the fact that it has more than fifty fewer parts than any other similar type machine ever produced. He insisted that his engineers produce a "trouble-proof" mechanism that would give a maximum of service in perfect performance, with a positive minimum in service cost. That achievement has finally been accomplished and it is now said that the Tom Mix Radio Rifle will shortly be called the "perfect machine."



A VIEW OF THE EXTERIOR OF THE OFFICES OF THE A. A. A. Novelty and Sales Company, 2166 North Illinois Street, Indianapolis, Ind. F. W. Bannister, the well-known distributor, is shown third from left and the other ladies and gentlemen represent a portion of his efficient staff who are trying to keep pace with the constant flood of orders the "A. A. A." is receiving for the Rock-Ola Multi-Selector and the new 1937 Rhythm King.

A boy usually asks for about five times as much leeway as he expects to get.

If a man's got the money, he might as well let his wife have what she wants, first as last.

Good liquor, not only makes a man smack his lips, but it also makes the girl friend smack his hands.

Everyone else is a potential victim of the same timidity that thwarts us.

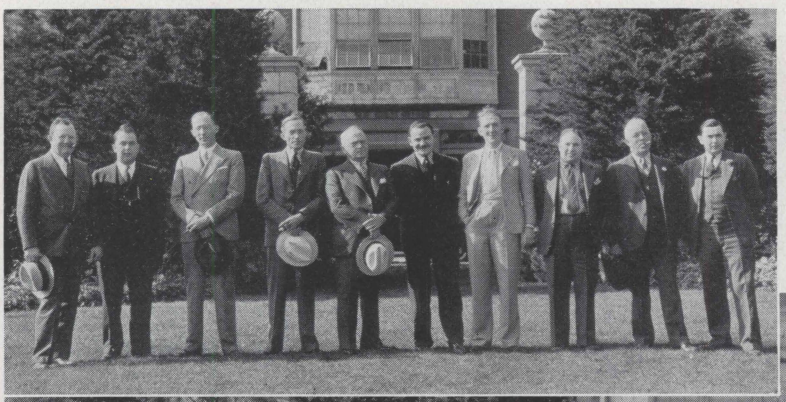
Wurlitzer Holds Special Skee Ball Convention . . .

Two-Day Session Marked by Tremendous Enthusiasm and Predictions of Big Success for Wurlitzer Game

Wurlitzer salesmen from all over the country excepting the Pacific Coast, convened in Buffalo Sunday and Monday, October 4 and 5, to discuss sales plans for the next few months on Wurlitzer's new product —Wurlitzer Skee Ball.

In a short but highly successful session, marked by two banquets at the Hotel Statler, Vice-President Homer Capehart outlined the policies that will dictate operations for the remainder of 1936, so far as Skee Ball is concerned. Said Mr. Capehart, "Before prohibition, the coin-operated device was comparatively unknown, but the present era has demonstrated that it fills a very definite need in entertaining tavern trade. No device yet put on the market has so successfully met this need as has the Wurlitzer Skee Ball. It provides a game of skill—an outlet for athletic ability and a source of diversion that men and women everywhere have shown they want. I feel, and our experience in the field bears me out, that Skee Ball is here to stay. Not only does it offer substantial immediate profits, but equal returns over a long period of time. In short, the Wurlitzer Skee Ball offers a sound investment for the operator. It has lasting appeal and it is constructed both physically and mechanically to hold up for many years without frequent service troubles that dip into operator profits.

"Realizing that the market was a permanent one—Wurlitzer did not rush into it half prepared, but waited until the Wurlitzer Skee Ball was perfected to the high standards that



A group of operators interested in Wurlitzer Skee Balls, snapped before the big Wurlitzer plant at North Tonawanda, N. Y. Reading from left to right are: H. E. Capehart, Wurlitzer Vice-President; A. J. Navickas, Bristol, Conn.; Glen Johnson, Flint, Mich.; C. C. Johnson, Flint, Mich.; S. A. Smith, Chicago, Ill.; W. Wilkie, Cleethordes, England; George E. Booth, Wembley, England; Ben D. Palastrant, Boston, Mass.; M. J. Lockwood, Boston, Mass.; George Navickas, Bristol, Conn.

Wurlitzer salesmen assembled for a special Skee Ball Convention—pose in front of the huge Wurlitzer plant, now working day and night on the production of Wurlitzer Skee Balls and Wurlitzer Simplex Automatic Phonographs. Reading from left to right, top row: R. G. Norman, W. P. Bolles, C. L. Parker, S. T. Cass, W. D. Reed, J. A. Darwin, Walter Gummersheimer, Farny R. Wurlitzer, Maurice Piesen, George E. Booth (operator), Mrs. W. Wilkie, W. Wilkie (operator), Fred Rabe, R. S. Bleekman, George Navickas (operator), M. H. Rosenberg, Glen Johnson (operator), W. C. Mossbarger, O. F. Kramer, E. H. Petering, C. C. Johnson, R. L. Haimbaugh, H. E. Capehart. Kneeling (left to right): W. R. Deaton, H. I. Drollinger, C. E. Johnson, Ben D. Palastrant (operator), M. J. Lockwood (operator), B. L. Kulick, W. F. Merchant, R. Q. Kramer, A. M. Mendez, S. A. Smith (operator), J. H. Payne, J. A. McIlhenny, A. J. Navickas (operator), J. E. Broyles, J. H. Schwartz.

every Wurlitzer product must pass. We have had reason to be mighty glad we did. The Wurlitzer Skee Ball is right today—the last word from every standpoint in coin-operated bowling games. Reports from operators everywhere are brimming with enthusiasm and speak volumes from a profit standpoint."

Concluding his remarks, Mr. Capehart paid high tribute to the work of the sales organization and guaranteed them the complete backing of Wurlitzer's giant facilities. Said he, "We are now geared up to big production. Things are humming night and day. Carload deliveries are being rushed to every part of the country to meet the incessant demand for Wurlitzer Skee Balls and I confidently say 5000 Wurlitzer Skee Balls will come off the line by January 1st."

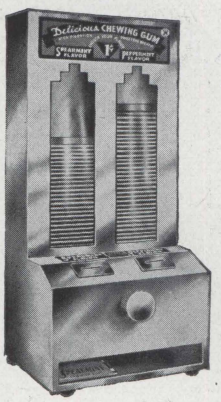
Mr. Capehart's enthusiasm was typical of the tenor of the entire sales force. Everywhere optimism was evident and everyone had a new sales record of achievement that brought cheers of wild acclaim from the gathering.

To the interested observers, acquainted with the immense success the Wurlitzer organization is enjoying with its Simplex Automatic Phonograph, there was every evidence that similar success was indicated for the company's comparatively new venture into the games field. Under the able generalship of Homer Capehart, Wurlitzer has again produced a winner and a brilliant future for Wurlitzer operators is very obviously in the cards.

"As an indication of the widespread interest," Paul Bennett, manager of the Games Division, told the representatives, "hardly a day passes but what operators from all parts of the country visit the Wurlitzer plant to place sizeable orders for Wurlitzer Skee Ball."

THREE OF THE FLEET OF TRUCKS OF MR. A. W. BEAZLEY, PRESident of the Beazley Novelties, Inc., 68 You Street, N.W., Washington, D. C. Mr. Beazley recently stated that he did not care who was elected to be the "Big Boss" of his fair city as long as he continued to be elected to distribute Rock-Ola Multi-Selector Phonographs. Mr. Beazley also has the distinction of probably being the only distributor in America who has his own lavish boat for transporting Rock-Ola Multi-Selector Phonographs, and Rock-Ola games on the various bodies of water around Washington. A very efficient staff of co-workers are kept busy all day long, and far into the night trying to keep up with the vast amount of business the W. A. Beazley Novelties, Inc., is enjoying.

MR. JACK McCLELLAND AND MR. C. N. McClelland of the National Amusement Company, 1481 West Washington avenue, Los Angeles, Cal., and 557 Market street, San Francisco, Cal., recently visited the big Rock-Ola plant and here we see them admiring the new 1937 Rhythm King. The McClelland brothers are, of course, well known on the Pacific Coast where they have been faithfully serving operators in California with the result that their business has grown by leaps and bounds.



DOUBLE COLUMN 1c STICK GUM VENDER

● Capacity: 200 Sticks of Wrapped Spearmint and Peppermint Gum. Vends Standard Size Advertised Brands. ● Steel Cabinet. Beautiful Chromium Finish. Only 7 inches Counter Space. ● We supply High Grade Spearmint and Peppermint Gum at only 25c per 100 Sticks. Operator's Profit is 50c on each 100 Sticks Sold, After Paying 25% Commission.

EMPIRE

1c TOY and CANDY VENDOR

SENSATIONAL PENNY GETTER! Equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c.
Operator's Net PROFIT is over $2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly!
FEATURES: Slug-proof Coin Slot. Beautiful Chrome Finish, Yale Lock on Money Box. Same Machine also vends Salted Peanuts, Pistachio Nuts, etc.

"INTRODUCTORY" PRICES

Operators! Write for Quantity Prices of These PERMANENT Money Makers.

One Double Column Stick Gum Vendor
500 Sticks of Spearmint Gum
500 Sticks of Peppermint Gum
Only **$12.50**

One Empire Toy and Candy Vendor
10 lbs. Candy Coated Peanuts
2 Gross Assorted Toys
1 Toy Display Frame
Only **$11.00**

D. ROBBINS & CO.
1141 DeKALB Ave. – BROOKLYN, N.Y.

Shuffle

Professor: "Can you give me an example of a commercial appliance used in ancient times?"

Student: "Yes sir, the loose-leaf system used in the Garden of Eden."

It seems certain that whoever wins in Spain the government will be of the left—of what's left.

Texas Centennial Exposition Helps Coin Machine Business

The Central Texas Centennial Exposition in Dallas, decidedly the largest exposition ever held in the South and among the largest and most successful ever held in the United States, will be nearing the end before another issue of Automatic World will go to press. Perhaps it may be appropriate, therefore, to review some of its achievements now and what it has meant to Texas, to the Southwest and in a measure to the coin operated machine industry.

In our June issue we told of some of the outstanding features of the Centennial Exposition and gave pictures of some of the permanent buildings and mentioned others which were not then completed, but which have been finished since and now house exhibits which will remain for the education and entertainment of visitors to future state fairs to be held on the same grounds.

All the buildings and the exhibits they house have received the praises of over 5,000,000 people who have already passed through them. Among the more than 5,000,000 who have attended there have been visitors from every state in Union and many from foreign countries, and it has been the universal opinion of all that the exhibits and entertainment features have not been excelled by any other national exposition.

Then, there is the Frontier Centennial show at Fort Worth, which has the plaudits of almost 1,000,000 people with its Casa Manana revue and Jumbo circus and is still in progress.

It might be possible to guess within a few hundred thousand dollars how much money this Central Texas Centennial, the Fort Worth Frontier Centennial and the attractions in Houston, San Antonio, El Paso, Amarillo and other Texas cities have brought to Texas and the states through which the millions of people have traveled to see them. But it would be impossible to estimate the benefits which will follow from the world wide and favorable publicity Texas has received from these centennial exhibitions.

A view of the Centennial grounds in Dallas, Texas, showing the State Building (in background) which is a permanent structure.

The coin machine business, of which AUTOMATIC WORLD happens to be the exponent, has benefited as much, no doubt, as any other industry of equal size. Perhaps it has profited more, for in the main the people who visited the centennials went to them for amusement. At any rate, the coin machine operators of Texas and the Southwest have had a very prosperous year so far and their prospects for the next several months are very bright.

Our own opinion is that the industry as a whole has been benefited in another way than present cash receipts. We believe that the conspicuous operation of coin machines in all these amusement centers has had a tendency to popularize them and break down some of the prejudice against them. Of course, it is too early yet to see any visible indication of such results, but it is worth while for operators to watch and see if any change in public sentiment has taken place.

Whatever may be the anticipated or future results, there is no doubt about the financial benefits which our industry has received and our hats are off to the great Central Exposition at Dallas, the Frontier at Fort Worth, and other cities which participated.

When we hear older men criticizing our youngsters for playing Tarzan and gunman, we wonder if they have forgotten how they used to play Indian and Jessie James.

Then there's the girl, whose ancestor was a Minute Man. His poor wife didn't know where he was from one minute to the next.

"Sailor, in the first place, I'm free; in the second place, I'm lonely, and in the third place I'm twenty-one."

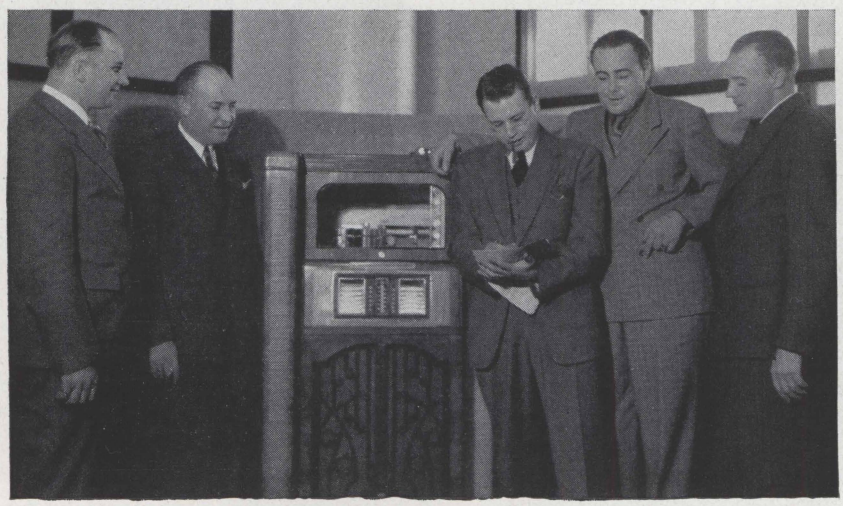
"Girlie, I heard you in the first place."

She—It certainly made my blood boil when that fellow grabbed me, kissed me and then ran away.

They—You must have been seething with anger!

She—No, with passion!

OF COURSE EVERYONE IN THE UNITED STATES WILL RECOGnize the happy smiling face of the congenial, one and only, Sam Kresberg. Together with "Bill" Goetz, Sam is the guiding star of the Capitol Automatic Music Company, Inc., 460 West 34th Street, New York. Sam Kresberg, after consummating an exclusive deal on Rock-O-Ball for Atlantic County with Mr. Albert Zugsmith, owner of the Atlantic City Daily World, and Mr. Joseph Friedman, who is also well known in Atlantic City, was caught here with his portfolio (and no one else) taking a brisk walk on the Boardwalk in Atlantic City after being in conference for more than a half day. Newspaper contests will be run by Messrs. Zugsmith and Friedman based on skill in playing the games, to interest all operators in Atlantic City. "Sam" is usually the "Belle of the Ball" at the Coin Show, so don't fail to see him at the Sherman Hotel, Chicago, January 11—14.



SHOWING ONE OF THE LARGEST ORDERS EVER PLACED AT one time for phonographs. Here we see Mr. I. F. Webb, Manager of the Phonograph Division of the Rock-Ola Manufacturing Corporation, taking an order from Mr. Jack McClelland of the National Amusement Company of Los Angeles and San Francisco. Mr. Jack McClelland has just given Mr. Webb an order for forty carloads of Rock-Ola's new 1937 Rhythm King phonographs. Reading from left to right we see Mr. Jack Nelson, General Sales Manager of the Rock-Ola Manufacturing Corp.; next to him Mr. Earl Montgomery, the phonograph expert of Memphis, Tenn.; then Mr. I. F. Webb, Manager of Rock-Ola's Phonograph Division; then Jack McClelland and his brother, C. N. McClelland, who is in charge of the San Francisco office of the National Amusement Co. Rock-Ola's new 1937 Rhythm King is already receiving unusual attention on the West Coast.

BOWLETTE LEAGUES BEING FORMED

The results of a nation-wide poll indicates by a wide margin that Bowlette, manufactured by the J. H. Keeney & Company, is the outstandingly popular coin operated amusement machine now in active location. According to Ray Becker of this organization, there is both a "rhyme and a reason" for the coast to coast acceptance of this bowling game.

Specialized engineers have scientifically designed Bowlette to make it the only technically correct game of its type. The alley "pitch" and the playing field proportions are constructed to permit "bank shots" and expert play. The American public appreciates a finished mechanism perfected to the highest degree and while playing any game they play well and to the best of their ability. This is an inherent characteristic of the American people. That is why "Bowlette," purposely created with skill appeal, has become universally accepted as the best game of its type.

To further substantiate this claim, Bowlette leagues and associations organized by distributors all over the country demand and use Bowlette as their "official game." The growth of these leagues has been rapid and this is a true cross-section of the public's reaction to this device.

One hundred per cent trouble proof, Bowlette has consistently proven itself during actual location performance to be mechanically perfect. The game is constructed in a deluxe cabinet, beautifully finished. The operation is comparatively quiet, all these factors making it ideal for any location.

Bowlette is cheatproof and has an instant coin chute and ball release.

Three Keeney factories are producing 100 Bowlettes each day to meet the tremendous rush of orders with immediate deliveries.

"Be careful, handsome. I'm married, you know."

"Was it a good catch?"

"You bet! Dad caught him good and proper."

"But, darling, didn't that ceremony make us man and wife?"

"No, you worm! It made a wife of me, but it would take more than that to make you a man."

With all those political drives in progress, and no traffic regulations, a good many political traffic accidents are likely to occur.

A Rock-Ola Playlet

In One Act Entitled
"LET'S GO ALONG TOGETHER"

By TOM HANLON, Advertising Manager
Rock-Ola Mfg. Corporation

Scene: A Phonograph Location.

Cast of Characters:

Will B. Square, a "regular" operator—the hero.

I. M. A. Chissler, a "gopher" operator—the villain.

Curtain rises to the tune of "We're All Pals Together."

Will B. Square: (meeting other operator on location)—"Hello, young fellow. I've heard that you recently started in this territory and I have been mighty anxious to meet you."

I. M. A. Chissler—"Oh, hullo, fella; what're you doin' around here? I just knocked off your phonograph and put mine in here."

Will B. Square—"Yes, young man, that's what I wanted to talk to you about."

I. M. A. Chissler—"Nothin' to talk about, guy. I kicked your phonograph out of this joint and I'm goin' to run 'em out wherever I can. How da ya' like that?"

Will B. Square—"Well, of course, I don't like it, but let's reason this thing out like two sensible people should."

I. M. A. Chissler — "Whaddya' mean?"

Will B. Square—"Simply this—you haven't been an operator very long, and probably do not know all the fine points of the business. Only a few short years ago, the business of being an operator was considered a 'racket.' That condition no longer exists. Something connected with anything as inspirational as music just COULDN'T survive very long in any kind of a 'racket' class."

I. M. A. Chissler—"Is that so?"

Will B. Square—"Yes, you see—a few years ago operators used to 'fight' each other under cover, but now—all regular operators come right out in the open and, through a new spirit of 'live and let live,' they have gradually established a spirit of friendly co-operation."

I. M. A. Chissler — "Whaddaya' mean by that—friendly spirit of co-operation?"

Will B. Square—"Well, for example, you have taken a few locations from me, only because you have offered the location man what you and he consider a better proposition than I have been offering him."

I. M. A. Chissler—"Tha's right."

Will B. Square—"Well, is it right? Let's see—you must understand, of course, in certain sections of the country, the standard for operating phonographs is entirely different than other sections of the country and those conditions have all been brought about by the local operators themselves—for example, in Chicago, there is a standard basis on which operators are supposed to install phonographs on locations."

I. M. A. Chissler—"You don't say so—what is that standard?"

Will B. Square—"Well, the operator charges a weekly fee of $5.00, not necessarily for the installation of the machine, but for the 'servicing of the machine.' "

I. M. A. Chissler—"Lemme understan' you right—the operator takes the first $5.00 which comes in the machine—is that right?"

Will B. Square—"Yes, that is correct—in Chicago."

I. M. A. Chissler—"Then what?"

Will B. Square—"Well, everything taken in by the machine each week—above the original $5.00, is split on a 50-50 basis, the operator receiving half and the location man receiving half of everything above $5.00."

I. M. A. Chissler—"Yes, but I have a better proposition than that."

Will B. Square—"Wait Old Man—you only THINK you have a better proposition. You COULDN'T have a better proposition, and properly service the machine."

I. M. A. Chissler — "Whaddya' mean by that?"

Will B. Square—"Well, in the first place, almost anyone can install a machine in a location—but—the main thing in this business is giving the location first-class service—after the phonograph is installed."

I. M. A. Chissler—"Well, I can give good service."

Will B. Square—"Let's see if you can. In the first place, you must allow a certain amount for the purchase of records, and unless you change these records every now and then, within a reasonable length of time, you are not, in the true sense, giving service to your locations—and not only that—you are only hurting your own pocket-book by not occasionally changing the records—for—any steady patrons tire of the same records night after night, and they, naturally, do not put very much money in the phonograph, whereas if the operator rendered first-class service, as he should, even the regular and steady patrons will not tire of the records and, as a consequence they continue to put money in the phonograph."

I. M. A. Chissler—"Say, fella—mebbe you're right."

Will B. Square—"You bet I'm right, because 'experience is a good teacher,' and it has taught me that the installation of a phonograph on a location is only about twenty-five per cent of any job, the other seventy-five per cent is giving high-grade personalized service."

I. M. A. Chissler—"Tell me more about that."

Will B. Square—"All right—here's another thought—you have been offering the location man what you thought was a better proposition and which, on the surface of things, he felt the same way about. Instead of the usual 'first' $5.00, you have been content to accept $3.00—or, if necessary, even $2.00, to shove the other fellow's phonograph out and get yours in."

I. M. A. Chissler—"Well, buddy, you're right—so what?"

Will B. Square — "Just this, my

friend, you are only 'robbing Peter to pay Paul,' for you can't really operate a phonograph without an assurance of at least $5.00 per week, and still come out ahead on the deal."

I. M. A. Chissler—"How da' ya' figure that out?"

Will B. Square — "Just simple arithmetic—considering your down payment on a phonograph, your monthly payments average approximately $20.00 per month. You can quickly figure—that means about $5.00 per week so, in order to protect your investment by being able to make your monthly payments on your phonograph, without going to the old 'sock' for outside money, you can see that $5.00 per week is the minimum your machine will take in, and safeguard your investment."

I. M. A. Chissler—"Gee! I never thought of it in that way."

Will B. Square—"Well, that's the only way to figure it out, my friend. Don't be a 'gopher' operator."

I. M. A. Chissler — "What's a 'gopher' operator?"

Will B. Square—"Well, in Chicago, we refer to these operators who are always trying to steal the other fellow's location, by undermining or cutting down on the location man's expenses. We call them 'gopher' operators because they 'go for' this machine and 'go for' that machine and 'go for' every machine they think they can supplant by making the deal a little thinner."

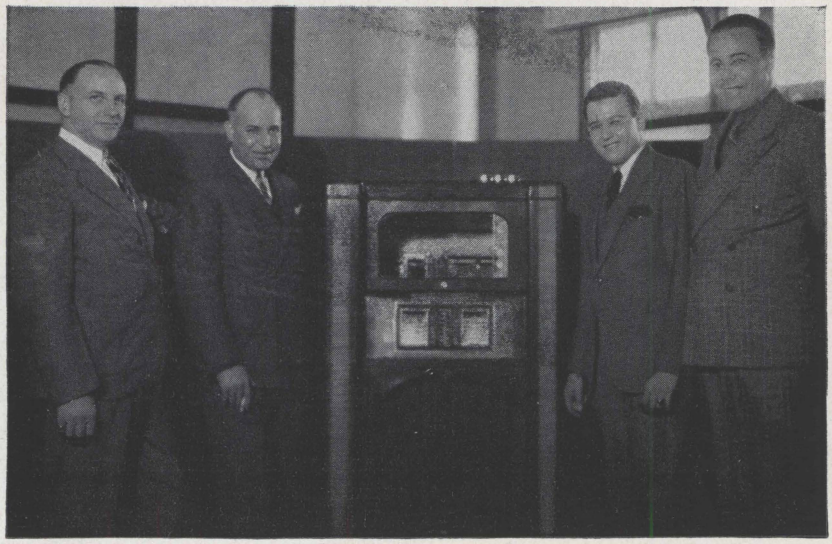
I. M. A. Chissler—"Well, take it from me, pal, I don't want to be a 'gopher' operator. I want to be a 'regular' operator."

Will B. Square—"All right, Old Man—Shake. Get all the locations you can—even steal mine, and I'll consider it fair competition, provided you keep the proposition up on the high standard requirements, so that we are all offering the same proposition—then, if you steal my location, I'll have to consider the fact that you must be giving better service to that location than I have been giving."

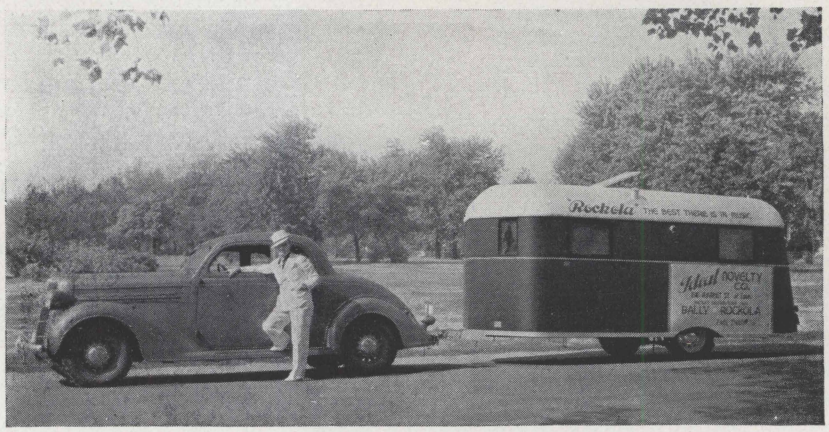
I. M. A. Chissler—"All right, pal, I'm willing to try it out, and I promise I won't cut under the standard proposition. Come to think of it, this is a deal where even if I lose, I win, for I'm protecting my investment with my guaranteed weekly income."

Will B. Square—"Attaboy! Have a drink. What'll you have?"

I. M. A. Chissler—"Same thing as you, my friend. I'm not taking any less, or any more, in any of my dealings hereafter, with operators."



HERE WE SEE THE SMILING FACES LEFT TO RIGHT—JACK Nelson, General Sales Manager of the Rock-Ola Manufacturing Corporation; Mr. Earl Montgomery of Memphis, Tenn.; Mr. I. F. Webb, Manager of the Phonograph Division of the Rock-Ola Manufacturing Corporation, and Mr. Jack McClelland of the National Amusement Company of Los Angeles and San Francisco. They are admiring one of the first models of the new 1937 Rhythm King known as "Rock-Ola's Triumph."



THIS UNUSUAL PICTURE SHOWS THE IDEAL NOVELTY COMpany's new trailer which is traveling through Missouri, Kansas, and Illinois, and the gentleman in the photograph is Mr. E. D. Tharp, who is in charge of the trailer. Mr. Carl Trippe, of the Ideal Novelty Company, 1518 Market Street, St. Louis, Mo., has a Rock-Ola Regular set up on the inside, and is in a position to give practical demonstrations to operators and jobbers throughout the above territory. Mr. Earl Tharp reports excellent results with the trailer idea, and operators and jobbers through that section are delighted with the service being given them.

The wife that used to kiss her husband goodbye on the doorstep every morning now has breakfast in bed.

To make flattery effective you must be somewhat insincere; for example, tell a homely girl that she's pretty.

Mental training is more valuable than manual training and the keen mind a better asset than the calloused hand.

Thirty-seven thousand persons were killed in traffic accidents in this country last year. The United States doesn't need a war.—Pittsburgh Post-Gazette.

Scientists say trout shrink after they are caught. But never while the man who caught them is telling about it.

When an office visitor lights a pipe you know you're in for a long session.

Reliability Beauty Action Profits

RELIABILITY—sorrowful experience concerning the mechanical reliability of deluxe horse racing machines has given operators the "wrong slant" on this type of equipment. Whatever your experiences have been, you can forget them because **Western offers you the proven mechanically perfect Thoro-bred.** No details have been overlooked, to place at your disposal, a machine that will perform with positive mechanical reliability for years and years to come. Thoro-bred is completely electrical, no tapes or refills, sequences or charting.

BEAUTY—a combination of beautifully matched woods, designed along modernistic lines, illuminated, strikingly attractive with chrome fittings, emphasize the unequalled beauty of Thoro-bred. Ideal for all the "moneyed" locations, there is no limit to the expansive profit opportunities open to operators with this super race-track game.

ACTION—Seven multiple visible coin chutes enable seven people to play at one time. A press of the lever changes the odds and sends the horses away on an exciting run. Just like a real race, the winner is not determined until the very finish. Odds from 2 to 30 are automatically paid out on winner.

PROFITS—are dependent upon playing appeal. **Western** has taken all the thrills of the race track added the suspense of a changing-odds feature to produce an original and exciting deluxe machine. Proven Profits speak louder than mere words and Thoro-bred's location records offer concrete evidence.

Thoro-bred

WESTERN EQUIPMENT & SUPPLY CO. 925 W. NORTH AVE., CHICAGO

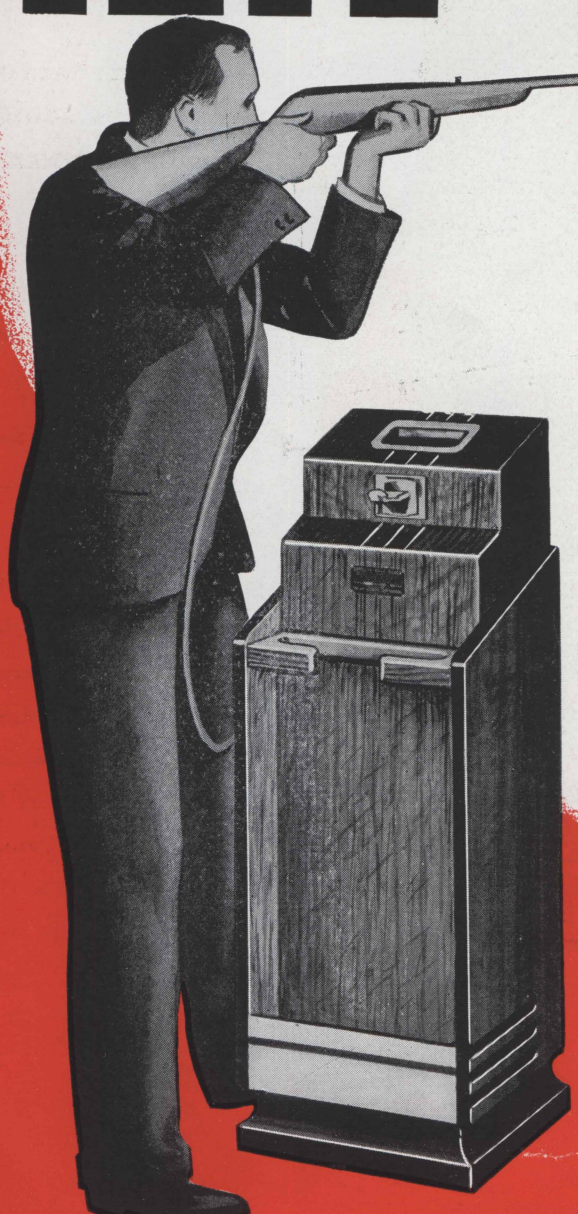
Designed for the entertainment of **125,000**

THIS AMAZING MACHINE

RAY-O-LITE

MFD. BY J. P. SEEBURG CORP. CHICAGO U.S.A.

RIFLE RANGE



MECHANICAL PERFECTION BEYOND IMITATION!

The original rifle range, RAY-O-LITE, was created by the J. P. SEEBURG CORPORATION after two years of intensive research entailing enormous cost. Engineers minutely tested each feature before they were assured of absolutely efficient mechanical and electrical performance. One thousand of these machines, placed within 20 months, have made history in the industry with an astounding profit record. The whole nation has responded to the playing appeal of this amusement machine, and from coast to coast operators report that in every location, varying from hotel lobbies to night clubs, the SEEBURG RAY-O-LITE is a tremendous money-maker. Capitalize on this opportunity for new locations and larger profits. Place an order today and start cashing in now!

REGULATION SIZE RIFLE

IMMEDIATE DELIVERY!

J. P. SEEBURG CORPORATION

OOO PEOPLE !

HAS UNIVERSAL APPEAL !

SHOOTS A RAY-O-LITE AT A MOVING DUCK TARGET

UNSURPASSED EARNING POWER

●

COMPLETELY AUTOMATIC—HITS REGISTERED ON ILLUMINATED PANEL!

ULTRA-MODERNISTIC MATCHED WOOD CABINET AND GUN STAND!

Protected by Patents Nos. 2,007,082 and 2,007,083 and other patents pending.

The J. P. SEEBURG CORPORATION has the exclusive manufacturing license rights to these patents. Licenses to manufacture have not been granted to others. All infringements will be prosecuted to the fullest extent of the law.

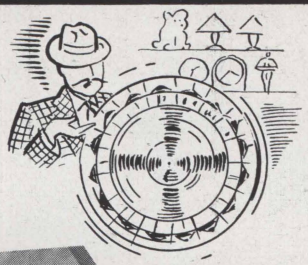
●

THE SEEBURG FRANCHISE *IS* MORE VALUABLE

1510 DAYTON STREET CHICAGO

AN UNBEATABLE COMBINATION

THE WHEEL OF A



LURE OF THE PLUS THE THRILL PIN TABLE!

that's A·B·T's

ONE BALL PAYOUT

GRUB STAKE

$142.50

Electropak equipped for $5.00 Extra
Check Separator Model $3.50 Extra

SPINNING WHEELS DO THE TRICK

A. B. T.'s GRUB STAKE, the newest and most exciting amusement machine in the industry, is filled with action and drama . . . combining all the fascination of the whirling wheel and the intense interest of a colorful pin game.

A. B. T.'s engineers have created an outstanding payout machine with unequalled originality and interest. The unusual design of GRUB STAKE draws heavy play on any location. Each feature is mechanically perfect, offering full protection from breakdown and repair losses.

Two-thirds of the play is in the wheels on the backboard. When the coin is inserted . . . these wheels go into action . . . spin and then stop with a click to show attractive payout odds that provide suspense and a thrill to the player. It's a real "come on" of luck and skill, that runs repeat business into tremendous profits for you.

A GAME DESTINED TO OUTLIVE THE ORDINARY TYPE OF PAYOUT TABLE!

SPIN · REVOLVE · AND STOP WITH A CLICK

PROFIT PROVEN by MANY HUNDREDS NOW ON LOCATION!

A·B·T MANUFACTURING COMPA

3311 CARROLL AVENUE CHICAGO, ILL.

WHEN 2 *means a Crowd!*

2 NEW WESTERN WHIRLWINDS THAT ATTRACT TREMENDOUS PLAY ON LOCATIONS EVERYWHERE!

... AND A CROWD MEANS PROFITS! Western has created two of the most original and fascinating games of the year, employing new and proven playing appeals. TOP 'EM and COUNTRY CLUB not only attract enormous attention but induce constant heavy play. Get in on this big money-making boom! Place your order today for immediate delivery!

COUNTRY CLUB

A STRAIGHT TABLE WITH PAYOUT THRILLS—SPINNING ODDS—NEW SUPERB ACTION—CONSECUTIVE SCORING—DOUBLE POCKET—AUTOMATIC ANTI-TILT—VISIBLE SLUG PROOF COIN CHUTE—DE LUXE CABINET 20" x 40"—POSITIVE MECHANICAL PERFECTION.

$49.50

TOP 'EM

A REAL GAME OF BLACK JACK in a marvelous new 1 BALL AUTOMATIC PAYOUT TABLE. The insertion of a coin spins the illuminated odds dial which shows the various odds on every pocket. The player shoots the big bronze ball . . . as it passes through a channel it lites-up the number to be beat on the backboard. "BUST" pays out on any pocket. It's positively the tops in playing appeal and profits.

VISIBLE ESCALATOR COIN CHUTE—DE LUXE 24" x 50" MODERNISTIC CABINET—WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT.

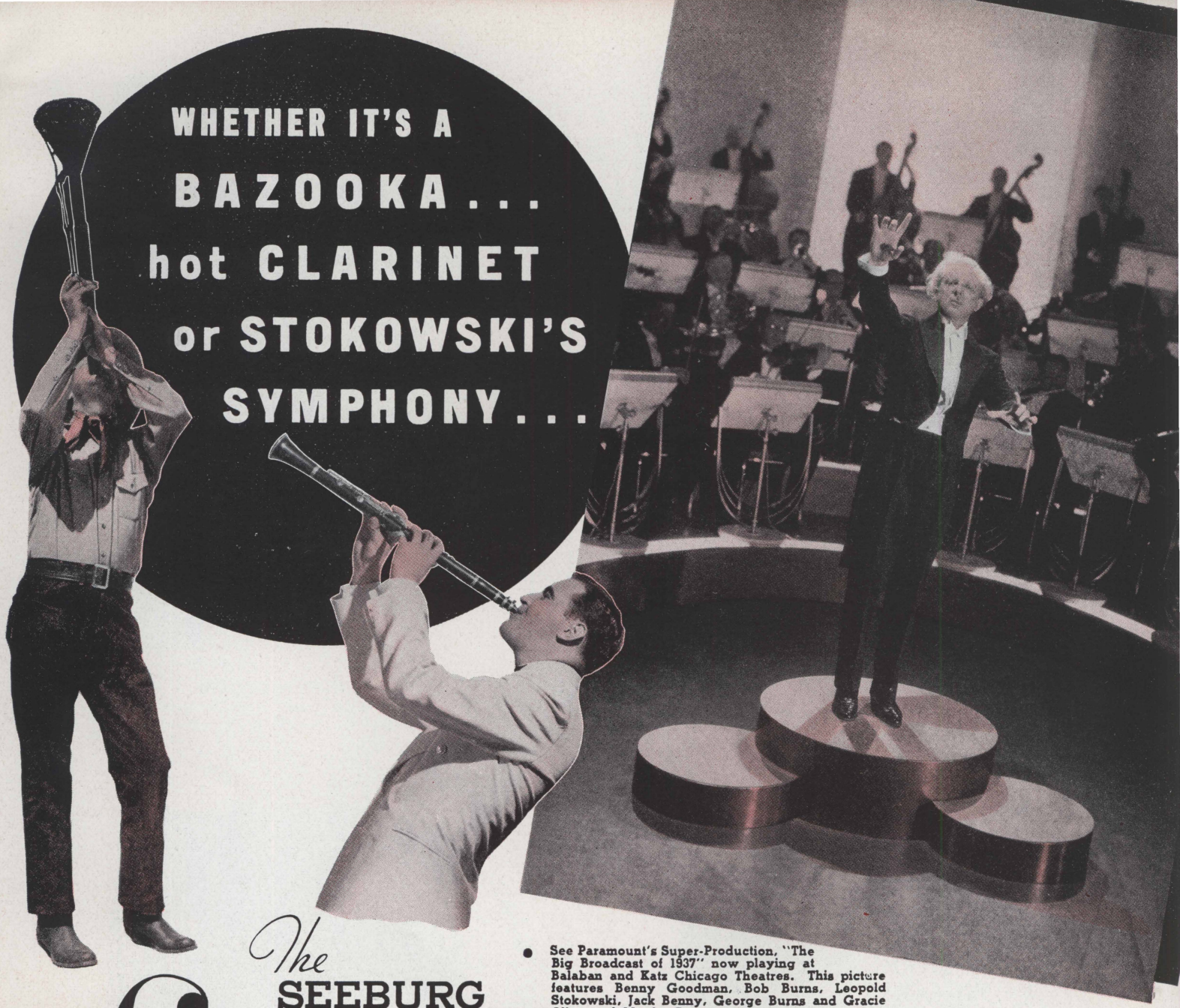
No Charge for Check Separator

$139.50
Power Pack or Batteries Optional

$149.50
TICKET MODEL

WESTERN EQUIPMENT & SUPPLY CO. 925 W. NORTH AVE., CHICAGO

WHETHER IT'S A BAZOOKA... hot CLARINET or STOKOWSKI'S SYMPHONY...



• See Paramount's Super-Production, "The Big Broadcast of 1937" now playing at Balaban and Katz Chicago Theatres. This picture features Benny Goodman, Bob Burns, Leopold Stokowski, Jack Benny, George Burns and Gracie Allen and Martha Raye.

The SEEBURG

SYMPHONOLA

RE-CREATES The TRUE TONE VALUE

AMERICA is music-conscious! Demanding superior entertainment your patrons expect the latest and the best! They would rather not listen, if phonograph renditions are inferior.

The crowd will dance and sing to the "swing" of the nation's foremost bands . . . because SYMPHONOLA reproduces music with a realism that personalizes the artists.

Manufactured by the J. P. SEEBURG CORPORATION, creators of the world's finest automatic phonographs for over thirty years, the most advanced developments in mechanism and cabinet construction have been incorporated in the SEEBURG HIGH FIDELITY SYMPHONOLA.

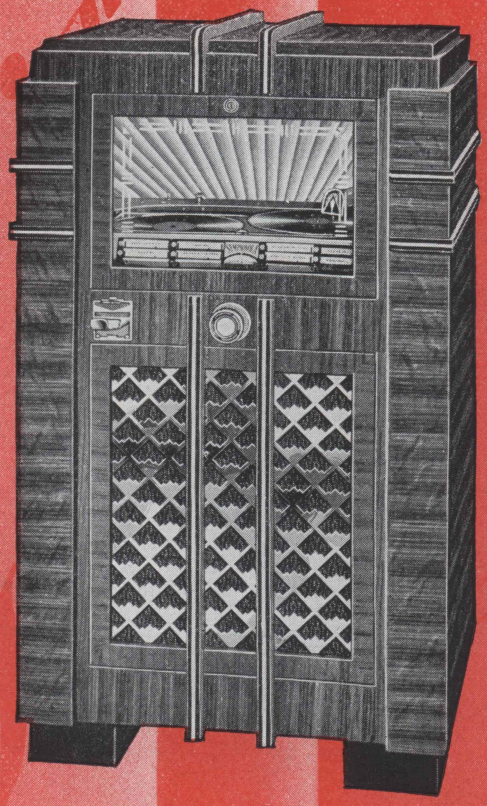
Four beautiful HIGH FIDELITY SYMPHONOLA models fulfill every location requirement. Your order will receive prompt shipment . . . for additional information, write to us!

THE SEEBURG FRANCHISE IS MORE VALUABLE

J·P·SEEBURG CORPORATION 1510 DAYTON STREET CHICAGO, ILLINOIS

SYMPHONOLA "F" SUPER DELUXE

- 3 Super Dynamic Speakers . . . 9 Tube High Fidelity Amplification . . . Designed to take Microphone Attachment with Extra Speaker for Public Address Systems . . . Orchestral, Vocal, etc. All Metal Chrome Finished Grille. 12 Record Selectivity.



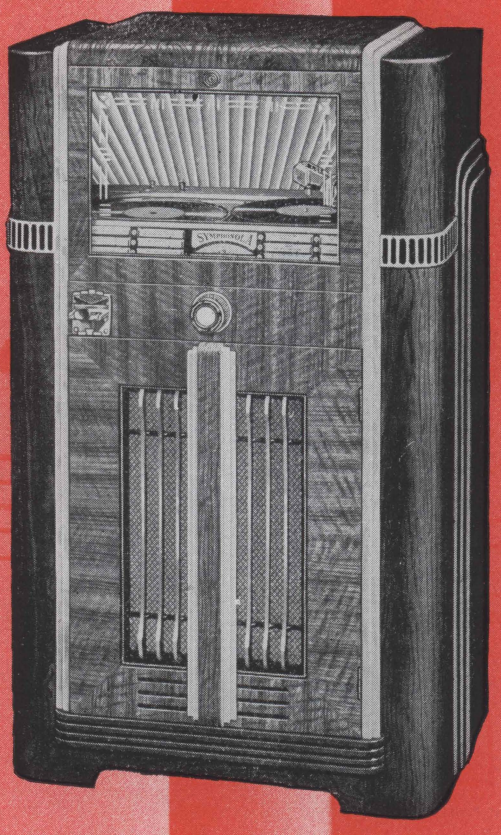
SYMPHONOLA MODEL "B"

- 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.

SYMPHONOLA "C" & "D" MODERNISTIC

- Model "C"—Standard Equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. 12 Record Selectivity.

Model "D"—DeLuxe . . . 7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. 12 Record Selectivity.



SYMPHONOLA MODEL "A"

- 5 Tube Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.

Southern SEEBURG Representative

ELECTRO BALL COMPANY, Inc.

Main Office: 1200 CAMP STREET
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A·B·T COIN CHUTES

Travel all over the World!

A·B·T MANUFACTURING COMPANY

3311 CARROLL AVENUE ■ CHICAGO, ILL.

Seeking New Business

By J. S. KAMINSKI

It seems as though every operator knows just where to place his machines, but few operators are wide awake and looking around for better locations and new ways to make more money. I have made it a business to study new ways and new ideas to increase an operator's business. Some of these ideas will prove very beneficial to any operator who is looking for more business.

Let us take the average large hotel in your city. You will find that these hotels employ hundreds of persons. Now in the washrooms and hallways you can place a machine which will vend the one-cent cigarette. There is a great demand for machines of this type. Many men will welcome this machine because they are always borrowing a cigarette from their fellowmen, and such a machine would serve their purpose efficiently. Now in the women's washrooms a machine should be installed which dispenses the regular sanitary napkin for say five cents each. This would prove very profitable to the operator as well as helpful to the women who make use of such service. Try these ideas out in any type of hotel that employs upwards of 75 persons. Permission to place such machines can be had by applying to the auditing office and asking for the head auditor. The usual percentage will apply to the hotel.

Another experiment that has proven a coming money maker is the idea of placing a penny gum machine which vends one stick of a popular brand of gum inside of street cars in your city. If you live in a small town, that much the better, since it is always easier to talk the officials of the railway company into allowing the placing of such machines in each car. Such a machine could be emptied and re-filled of gum and cash when they are returned each night to the car barns. Remember that such an idea has already been put into use in some cities. Be sure to place your machines in such a place in the car as will be mutually agreed upon by the street car officials and yourself. There will be some money in store for you with this idea in practice.

Did you ever think of placing five cent pencil vending machines in school hallways? I have seen some of them in a local school at Cleveland, Ohio, and believe me, they certainly are making money. Pupils often run out of pencils, then need them in a hurry and are willing to pay five cents for a good pencil of popular make. You can extend this idea by going after school officials in the city in which you live, and getting their permission to place five cent chocolate bar machines as well as other types of machines in the school hallways. However, don't place gum machines in a school, for the teachers don't like it and will complain to the officials. At all times when you are operating machines in schools be sure to give value for money received and return money to any student that has deposited money in your machines and who has not received anything, due to the machine being empty.

Leave a notice in your machine which will state on what date you will come to refill the machine, and try to make this time the school dinner hour so that pupils can see you. Keep the children satisfied and don't try any chiseling because they are not dumb! Remember that you are to keep complete reports on income from machines, giving a percentage to proper officials in the school. There is a wonderful income in the placing of these machines in schools if you will go after them diligently. Keep away from any type of skill machine. Place none such machines in schools since they will only arouse the wrath of the children, teachers and others. Give value for value only.

Let me give you another very good suggestion that should prove extremely profitable. Now with election time in full swing, get in touch with your Republican and Democratic ward leader, and if slot machines are legal in your state, the reel type, why not place a five and ten cent machine in each party's headquarters? Plenty of people congregate at such meetings, and you can split your percentage with the respective ward leader. Be sure to point out to him that it will help out his club. Then watch the results.

Place your machines at bunco parties, social clubs in church buildings and where you see a regular store that caters to the now popular Friday fish frys—be sure to come in on the profits. Place a machine that you believe will make money. Do you know that you can make more money by placing a good machine in a popular social club in one night than could be earned by the same machine in a regular store location for one month? I have found this fact to be true. You must always be on the alert for new locations. What may seem to be a silly idea to you, in reality, if tested will show that it is profitable and wise.

Your local theater does not have as many vendors as you might imagine it has. When I recently checked 25 Cleveland theaters I found that out of these 25, ten theaters had two vendors each and three had one vendor each. A total of 13 out of 25. Candy bar machines of the five cent type are very good money makers for your local theater. See the manager and show him where he can make some extra money. You will be surprised to find how few theaters have machines of any type. Operators seem to be forgetting the theaters.

Take factories of every possible type. There is money to be made there too. Keep your candy machine just near the exit of the building, and where employees must pass to and from work. Put good candy bars in and watch for results. How many factories I visited within the past few weeks, only to see what? Hardly any machines in any of them. I soon placed them there.

I can't see why operators overlooked such important locations, unless they just don't care to go out after them. Remember also that most factories have their own lunch rooms for employees, so go after the proper officials to see to it that you get a machine in that lunchroom.

Every idea in this article has been profitable and proved very helpful to me. Every idea that comes my way is carefully looked over for possibilities and then tried out. They proved successful though. In this day we must keep looking for new ideas and new ways to make more

money. In some cities I have seen stores such as clothiers, cigar stands, etc., have on location a scale which gives free weight to anyone who steps on it. I have greatly discouraged such a procedure, and always write a friendly letter to the store owner, pointing out that he may as well be earning something. If this happens in your city it is depriving you of extra dollars in an indirect way. With so much favorable publicity now being given to automatic merchandising, it remains evident that we all are on the threshold of a new vending machine era.

Keeping one's eyes open and being on the alert will certainly be worth your while.

David C. Rockola Cautions Music Operators

At a recent gathering of music operators at the offices of Rock-Ola Manufacturing Corporation, Chicago, Mr. David C. Rockola, president, spoke a few words in reference to the use of a certain type of record, which is jeopardizing the high reputation of coin-operated phonographs.

In his characteristically forceful and convincing way, Mr. Rockola stated, "The business of operating

DAVID C. ROCKOLA

music has enjoyed a fine reputation for many years. And, in his community the music operator has always had the same standing as any other established business man who performs a service to the community. That is why I am cautioning you to guard your good reputation with every means at your command.

"As a manufacturer with millions of dollars at stake in coin-operated music, I am naturally much concerned and frankly, much disturbed over the fact that there is a certain trend toward the use of cheap, smutty recordings on automatic phonographs on locations in barrooms and taverns. Personally I am just as good a sport as the other fellow when the occasion calls for it. In fact I have been actively engaged in every branch of the coin machine business not only in this country, but in many other countries for the past twenty years.

"But, to publicize the use of suggestive songs and ditties—laying your business wide open to city-wide and perhaps state-wide criticism—seems to me the most foolhardy and disastrous step that a smart music operator can take.

"All of us know what happened to other types of coin-operated equipment in some cities where a foolhardy operator would place machines on location near school houses. What other result could be expected? For whether it be literature, movies, coin-operated games or phonograph records—we must maintain decency and use our utmost discretion in dealing with the general public.

"Don't be misled into thinking you can purchase a few of these records for a few appropriate spots, and control them so they will not tear down your good reputation. Once you get started in the handling of suggestive records, with the responsibility for placing them divided among several of your men, you will find yourself gradually flirting more and more with trouble. A further hazard is the fact that some locations have additional loudspeakers which duplicate the recording to passersby on the street—or to another part of the establishment.

"Already instances have been called to my attention where public opinion is rising against smutty recordings. The other evening in Chicago a man with his wife and daughter dropped into the neighborhood tavern for a glass of beer. Immediately the happy family group produced a couple of nickels to play the phonograph. To make a long story short, they walked out when the music played. It was one of those singing pieces with a hidden meaning in every remark.

"Yes, there was a time when such types of records could go into every barroom without disturbing the public sentiment. In those days only men patronized bars. But, times change. And, today with the birth of the "cocktail lounge" you find a mixed crowd at every bar, with little regard to age. That is why I caution you to avoid the use of questionable recordings.

"Being aware of the fact that the growth of the coin machine industry is due mainly to the aggressiveness and intelligence of you operators, I feel confident that this advice will not go unheeded, but that you will avoid the use of these records as you would avoid anything else that would jeopardize your business and your income."

FRANK-RICH APPROVES ROWE CIGARETTE MACHINES

Leslie Frankrich, Frank-Rich Distributing Co., Fort Worth, advises that he is going in rather heavy on the Rowe cigarette machines. He is absolutely sold on them, and believes that they are the best on the market.

Mr. Frankrich has the exclusive right to operate Rowe machines in Tarrant county. He is investing some $25,000 in increasing his route of these venders.

Mr. Frankrich also praised the metal cigarette permit license holders which the Baker Machine and Plating Company, Fort Worth, is currently offering to the coin machine industry. He ordered holders for all his present machines and contemplates placing heavier orders to cover the new ones coming in. He says that they are the handiest ones he has seen.

W. C. Gilbert, representative of the Rowe Mfg. Co., New Orleans, La., was a visitor in the Frank-Rich Distributing Company's office this week.

Mr. Frankrich also mentioned that he planned to attend the big show in Chicago in January, as usual. Said he absolutely wouldn't miss it.

Commenting upon the popularity of the Rowe Cigarette Machines, Mr. Frankrich mentioned that there were 8,000 or 10,000 of their machines in New York alone.

It's Always Open Duck Season on the Seeburg Ray-O-Lite Rifle Range

"I'm counting ducks instead of sheep when I lay myself down and try to sleep . . . in all the many years that I have been in the coin machine business, I have never seen the continual and tremendous play that the Seeburg Ray-O-Lite Rifle Range is attracting in my Hotel Sherman Coin Machine Arcade.

"The biggest trouble that I have," stated Paul Gerber, "is keeping my patrons from fighting among themselves as to whose turn it is. Last Saturday night, a nationally known theatrical luminary, in formal clothes, monopolized the range for almost an hour. During this time there were any number of people impatiently waiting to try their skill. For a while, I thought there was going to be a 'free-for-all,' as the waiting crowd, from time to time, irritatingly shouted 'Why don't you buy your own ducks to shoot at?' 'Take the game home with you while you're at it!' But cooly, undisturbed, the idol of the footlights calmly and determinedly kept on inserting coins, displaying remarkable markmanship, registering perfect scores in an exhibition of fancy shooting.

"From this experience I knew, right then and there, that I required an additional Seeburg R-O-Lite Rifle Range, an order which I phoned in immediately. You can rest assured that if I only had the required space, there would be many more of these marvelous automatic amusement machines in my arcade. I have to be very careful about the amusement machines I select for my Hotel Sherman location. The type of people are above the average in intelligence, and usually highly critical of any type of entertainment.

"At noon time and all through the afternoon, you will find La Salle street brokers, secretaries, lawyers, doctors, and men and women in all walks of life . . . not only getting a thrill, but a necessary mental relaxation, trying their skill on the Seeburg Ray-O-Lite Rifle Range. I get an especially big kick, during the evening, watching the people, attired in sophisticated formal clothes, intensely enjoying the marvelous entertainment that the Seeburg machine provides."

The fine record, already established by the Seeburg Ray-O-Lite Rifle Range, prophesies a new era and new fields to conquer in the automatic industry. The first Seeburg Ray-O-Lite Rifle Range was placed within twenty months ago. During this time, there have been 1,000 Ray-O-Lite machines placed in theater lobbies, hotel lobbies, restaurant foyers, town and country clubs and amusement arcades.

Consistent with the high standard quality of manufacturing, adhered to by the J. P. Seeburg Corporation for over thirty years, is the mechanical perfection of this machine's amazing performance.

"From the very beginning of the J. P. Seeburg Corporation's departure from the stereotyped amusement device," says an official of the firm, "we were definitely certain that the appeal of this unique machine would be universal.

"Combining all the thrill of actual trap shooting with the requirement of skill and control on the part of the players, they have virtually changed the whole aspect of the automatic business for the operator. Here was a product that was more than just a simple game. This was entirely new . . . an amusement machine that fascinated every person, constantly giving patrons satisfaction and building up a repeat traffic that raised profits higher and higher."

VENDING MACHINES ARE HEAVILY TAXED IN IOWA

Des Moines.—Iowa seems to have arrived at the solution of the cigarette vending machine evil and that is through taxing the individual machines so heavily that instead of proving harmful to the retailers they have proved a decided financial hazard to the operators.

Under the state law everyone who sells cigarettes must pay a yearly tax of $100. Vending machines are placed in the same category as tobacco dealers and each machine is taxed. Under provisions of the tobacco sales law in Iowa a business may not be moved from one building to another without an additional $100 tax being levied for each new location.

Every merchant who retails cigarettes is also required to post a bond of $1,000 not to sell to minors. The bond also requires the fixing of stamps and provides for proper licensing.

In any instance where it is reported that a minor has purchased cigarettes the law provides that where violations are proved the license of the vendor may be revoked and the bond forfeited.

With the short profit in cigarette sales and an additional tax of two cents per package, vending machine operators have found that their machines as a whole show a loss at the end of a year when the tax and service charge are considered.

SHAVING KIT FOR SLOT MACHINE SHOWN

Springfield, Mass.—Among the interesting devices shown at the National Inventors' Congress at the Hotel Clinton here is a plan to furnish shaving equipment from a vending machine.

A shaving kit complete with razor may be obtained in the vending machine for a dime. The kit contains a brushless shaving cream, a cake of face soap, a towel of soft absorbent paper and a powder puff impregnated with antiseptic powder. The razor has a blade soldered to the frame and cannot be removed.

MACHINES REACH BRITAIN

The automatic machine is beginning to play its part in the cigarette business done by British merchants, according to a report published by "Tobacco," one of England's best known tobacco trade journals. At a meeting held by the Covington branch of the Midland and Birmingham Tobacconists Association, a member suggested that an effort be made to compel the owner of each machine to have his name and address printed on each one. From the report it was quite evident that the use of machines as a means of vending tobacco products is growing steadily throughout various sections of the country.

TOWEL MACHINES ADDED

Jamaica, N. Y.—Two towel-vending machines have been installed in the girls' rooms of Jamaica High School through efforts of the newly formed Girls League.

If enough towels are purchased, more machines may be added. Two paper towels and a piece of soap are provided for a penny.

MANY VISIT WURLITZER PLANT

"Considering that sales of Wurlitzer-Simplex automatic phonographs will run close to $15,000,000 in 1936, it is not surprising that the huge Wurlitzer factory at North Tonawanda, N. Y., is attracting visitors from all parts of the world," commented Ernest C. Petering, sales manager of the Wurlitzer-Simplex division.

"While most of these are operators, many are also employees of operators and guests," continued Mr. Petering. "For example, during the last few days of September and the first few days of October, we were visited by Charles E. Bates, Musical Service, Wheeling, W. Va.; Ellsworth Hice, J. & A. Music Co., Asbury Park, N. J.; Harris George, Niagara Falls, N. Y.; Mr. and Mrs. William H. Neuman of Juneau Routes, Wis.; R. A. Santoro and Ralph A. Potter of Santoro and Potter, Holley, N. Y.; L. E. Kunnick, Niagara Falls, N. Y.; A. A. Bradt and C. L. Carr of Frontier Novelty Co., Niagara Falls, N. Y.; Frank J. McGarry, Buffalo, N. Y.; John Corbett, Rochester, N. Y.—all operators.

"Wurlitzer district managers were also frequent visitors at the Wurlitzer plant, coming either to place large orders or perhaps accompanying their customers. Among them were Harry Payne, Newark, Ohio; J. A. Darwin, New York City; R. S. Bleekman, Chicago, Ill.; H. I. Drollinger, Dallas, Texas; S. T. Cass, Syracuse, N. Y.; W. Gummersheimer, St. Louis, Mo.; A. M. Mendez, New Orleans, La.; O. F. Kramer, Little Rock, Ark.; Fred Rabe, Jacksonville, Fla.; W. F. Merchant, Fort Wayne, Ind.; R. Q. Kramer, Denver, Colo.; B. L. Kulick, Boston, Mass.; M. H. Rosenberg, Chicago, Ill.; W. R. Deaton, Greensboro, N. C.

Included among other operators and guests were Eddie Ross, Oriole Coin Machine Co., Baltimore; Miss Bessie Kolker, Miss Tammue Kolker and Miss Sarah Kolker, also of Baltimore; Mr. and Mrs. Hirsch DeLaviez, Oriole Coin Machine Co., Washington, D. C.; Miss N. Ross and Mr. William Ross, Oriole Coin Machine Co., Washington, D. C.; Miss N. Ross and Mr. William Ross, Oriole Coin Machine Company, Pittsburgh, Pa.; Mr. and Mrs. Art Nagel and Grant Colton of the Cuyahoga Music Co., Cleveland, Ohio; K. J. Miglicio, Emporium, Pa.; Jos. G. Pouthier and Jack Wiley, Pouthier & Wiley, Buffalo, N. Y.; Paul E. Davis and Albert Wertheimer, Davis Sales Co., Inc., Syracuse, N. Y.; C. C. Johnson and Glen Johnson of Coin Automatic Music Co., Flint, Mich.; A. J. and George Navickas, Bristol, Conn.

"Four visitors to the Wurlitzer plant came all the way from England. They were Mr. and Mrs. Geo. Booth of Automatic Equipment Co., Ltd., Skee Ball distributors for the British Empire, Wembley, Eng.; and Mr. and Mrs. W. Wilkie of the East Coast Automatic Trading Company, Ltd., Cleethordes, Eng.

"Among Wurlitzer distributors visiting the factory were: Irving Sommers, Modern Vending Company, New York City; A. M. Granitstein, General Amusement Co., Rochester, N. Y.; M. J. Lockwood and Ben D. Palastrant of the Supreme Amusement Co., Boston, Mass.

"Other visitors included Larry S. Harrie, Amusement Park Management, New York City; S. A. Loeb, president, and W. T. Croysdell, district manager, Webster Electric Co., Racine, Wis.; S. A. Smith, Chicago, Ill., and Maurice Piesen, both operators.

"It is only natural that our friends should like to visit us," concluded Mr. Petering. "The Wurlitzer plant is one of the most beautiful manufacturing plants in America. It is one of the show places of the Niagara Frontier and is right on the road to Niagara Falls. Consequently, when our friends come East to visit the Falls, they like to drop in on us—and we in turn are always glad to see them."

Do You know—

That if all the Texas steers were one big steer, he would stand with his front feet in the Gulf of Mexico, one hind foot in Hudson Bay and his other in the Arctic Ocean and his tail would brush the mist from the Aurora Borealis.

That the mess hall at Texas A. & M. College is the largest permanent mess hall in the world. Nine thousand meals are prepared and served daily to the student body.

That there are 160,000 miles of public highways in Texas.

That there is a jail house inside the walls of the Texas penitentiary at Huntsville.

That the famous Three-D brand of the Waggoner ranch was caused by a cowboy who bent the iron into three perfect "D's" but found that when put on a cow the letters were backward.

That cotton is grown in 240 of Texas' 254 counties.

That nine county lines in Texas form a straight line 300 miles long. Erath county to the east to Andrews county on the west.

That Texas is the only state that was a nation before becoming a state.

That Comanche Springs at Fort Stockton, Texas, flows 60,000,000 gallons of water a day.

That the capital of Texas was once in Louisiana at Pilar de los Adaes.

MID-WEST NOVELTY EXPANDS

The Mid-West Novelty Sales Co., of which M. T. Pfrimmer is manager, has recently moved its home office, located in Muskogee, to 812 West Broadway. Here much larger quarters are available. Mr. Pfrimmer has gone to considerable expense in remodeling their building into one of the most elaborate display rooms with spacious offices and a well equipped shop.

This company has expanded its sales and service operations in recent weeks to Tulsa, Okla., where they opened a new sales room and branch house located at 415 East Third street. This location is selected because it is in the heart of the downtown business district and has ample and sufficient parking, as well as loading and unloading space.

They have invited the operators of this vicinity to make their showroom the operators headquarters. Operators from all sections of the state have responded to this invitation in a grateful manner.

Mr. Pfrimmer states that his sales organization has far surpassed his expectations in the sale of new equipment in the last few days and that his greatest difficulty has been in keeping machines of the latest type on display.

Mr. Pfrimmer invites you, when in the market for machines of any kind, to pay them a visit in Tulsa or Muskogee. Should that be impossible, he invites you to write, phone or wire your order. The low price, with which you will be billed, will be a pleasing surprise. They will endeavor, at all times, to have just the machine in stock that you want and will be able to make immediate delivery; thereby saving for operator friends many dollars in waste of time and cost of equipment. Pay them a visit and be convinced of the super-service of this organization.

Galloping Dominos Is New Evans Hit

Chicago—H. C. Evans & Co. have just announced the introduction of their latest automatic payout game, Galloping Dominos. As reported by E. W. Tennyson, sales director of H. C. Evans & Co., Galloping Dominos is absolutely new and different from any other payout game on the market. It has as its playing appeal the old fashioned dice game. It has the most ultra modern cabinet design yet conceived. The field is entirely constructed of heavy plate mirrored glass. The background is colored in rich billiard green. The brilliant dice field and numbers are attractively designed in silver, red and jet black. This "mirror-bak" field must be seen in order that its full beauty can be appreciated.

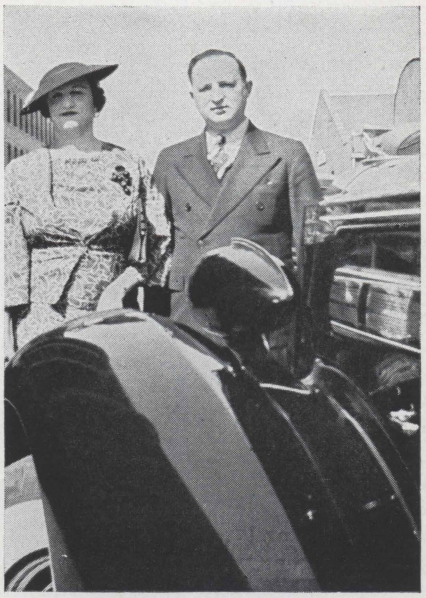
The playing action of Galloping Dominos is totally different. The player has a choice of seven points or combination of points and can take one or all seven by dropping from one to seven coins in the highly polished, chrome coin chute. If desired, up to seven players can play at one time. When all bets are down the lever is pressed and the red light indicates the game is on. Immediately the numbers being played light up on the field. The flasher light spins swiftly beneath the dice field and comes to rest on the winner number. While the flasher light is spinning the odds indicator whirls and then stops and shows the odds being paid on the winning number. If the point has been made the automatic payout will be from 2 to 1 to 30 to 1, according to the odds indicated.

Besides being one of the most intriguing and magnificent games, Galloping Dominos is a marvel of engineering achievement. Every unit is carefully engineered in accordance with the strict Evans standards. All mechanism of Galloping Dominos is easily accessible in less than half a minute by simply unlocking and raising the hinged top. Galloping Dominos is also equipped with a positive action payout unit.

To prove the earning power of Galloping Dominos it was placed on actual locations alongside high-priced games and slots. Operators reports show that Galloping Dominos took away 80 per cent of the play. Income statements showed takes of $60 an hour. A record that is truly phenomenal.

Although just introduced to the industry, Galloping Dominos has already earned its reputation as one of the leaders. The plant of H. C. Evans & Co. is now working at top speed to take care of the orders that have been coming in steadily since the placement of the first game.

HARRY WOLCHER OF WESTERN DISTRIBUTORS, INC., Seattle (also known as Chief Yaw-ta-no-loo of the O'Toole Indians) playing Bally's "Ray's Track" horse-race machine during recent visit to Bally Manufacturing Company. Harry is an enthusiastic booster for "Ray's Track," which he claims is one of the most consistent money-makers ever made available to operators.



HERE WE SEE MR. AND MRS. Sam G. Cohen, owner of the Atlanta Coin Machine Exchange, 136-138 Piedmont avenue, S.E., Atlanta, Ga. "Sam" is the one on the right for naturally he would not be wearing a dress in spite of the flamboyant necktie which he loves to sport when he comes in to the Rock-Ola plant in Chicago. Seriously, all of the personnel of the Rock-Ola Manufacturing Corporation thoroughly enjoyed the recent visit which Mr. and Mrs. Cohen made to Chicago, but Mrs. Cohen certainly "showed up" all of the men when it came to playing Rock-O-Ball. No one was able to beat her. Sam Cohen, while at the Rock-Ola factory, placed his order for ten carloads of the new 1937 Rhythm King. Mr. Cohen booked an order before he left Atlanta for 100 phonographs from an operator who had merely seen the picture of Rock-Ola's triumph, Rhythm King.

CLAIM '36 WILL BE KNOWN AS BALLY "PREAKNESS" YEAR

Jim Buckley, general sales manager of Bally Manufacturing Company, claims that Bally has again produced in "Preakness" a game worthy to rank with the "four immortals of pin game history."

"Each year," Jim stated, "some one game appears which is so outstanding that it becomes the 'label' by which that particular year is rated. During the past few years, it has been Bally's good fortune to have produced each year's typical 'label' machine. Who can think of 1932 without instantly thinking of Ballyhoo? Similarly 1933 is recalled as the year when Bally was in production on a single game for a solid year. That game was Airway, the first ball-trap pin game. '34 goes down in history as the year of the first payout pin game, Rocket. Last year Jumbo so dominated the field that it easily won the rank of the outstanding hit of 1935. And I am firmly convinced that 1936 will be spoken of for years to come as the year Bally brought out 'Preakness.' I base this prediction on the surprisingly strong collection reports we have received on 'Preakness' and the steadily increasing demand which is keeping our factory running double shift."

"Preakness" is described as a 1-shot payout giving the player from 1 to 7 selections each play—with awards on win, place, show and fourth place, or a total of 28 possible winners on the board. Odds change every game and range from 2 to 1 up to 40 to 1, and the big odds are said to appear frequently enough to maintain interest at high pitch.

This Outfit's Going Places!

Kalamazoo, Mich.—Today, over the doorway of the Music Box Company of 456 Portage street, you see a huge streamer with these words across it "Just Received Another Carload of Mills Do Re Mi's, the World's Finest Phonograph."

This company is telling the "cock-eyed world" that they are making money with the Mills Do Re Mi phonograph and will continue to do so. They operate Do Re Mi's exclusively.

The Music Box Company is a division of the King Pin Games Company of Kalamazoo, one of the biggest distributors and jobbers of coin operated machines in this state, and does an extensive business from Benton Harbor all across the state to Ann Arbor. J. R. Pieters is sole owner of this company and Dick Richmond is general manager of the Music Box division.

This organization is regarded as one of the most successful and best managed in the coin machine business with Mr. Pieters personally seeing to it that everything goes along ship-shape by contacting each of his several offices at least once a week. Mr. Pieters has fortified himself with able assistants in all branches of his business, and from all inditions this outfit "is going places."

The Mills Novelty Company crack phonograph salesman, Frank Oakes, has been working very closely with the Music Box Company in setting up quite an extensive organization for this company and has been successful in securing for them some of the best locations in this territory.

Oakes is a great strategist when it comes to diplomacy in getting and keeping locations. With Oakes and Pieters working together you can be sure of a pretty sweet combination in the phonograph line, for both men know their stuff.

Shortly before his recent death, Jay E. House, the Philadelphia columnist, who was a middle-aged widower, wrote:

"I have never stood in the slightest terror of a woman. It is a state of mind which just doesn't make sense. If a woman started to take it out on me, I'd leave her standing, permanently. But, somehow, and maybe that's the reason, they never do. I know troops of women, married women, single women, widows and divorcees, and get along with all of them perfectly. I should be greatly surprised if a woman uttered an unkind word to me, because none of them has. Maybe it's my system. If it is, I offer it other men without consideration or charge. In the first place, I would no more ask a woman for an accounting than I would concede her the right to demand an accounting of me. And in the second, there is nothing I would go to the trouble to attempt to conceal from her. If they want to know, I tell them all. Frequently, I tell them true. There it is, gentlemen. Help yourselves."

We have printed Mr. House's formula to prove a point, which is, that giving advice to other men on how how to handle women is a total waste of time and energy. We cannot think of a woman worth knowing who doesn't occasionally "take it out on a man" if she thinks much of him.

Front View of Music Box Co., Division of King Pin Games Co., Kalamazoo, Mich.

Seeburg Ray-O-Lite Appeals to the Public

Psychology, while commonly recognized as a textbook term, plays a definite part in all phases of the business world. Particularly in the automatic amusement machine industry where always appeal to human nature must be predominant. It spells success for this type of product.

Acceptance by the public makes or breaks any creation, and while the so-called public is fickle, the average individual seeks wholesome fun that has a direct relationship to the simple and enjoyable things in life.

Outstanding in over thirty years of automatic machine manufacturing, the J. P. Seeburg Corporation has consistently produced one successful machine after another to achieve a brilliant and unequalled record.

But behind each production was that ever-present foresight and analysis which recognized human appeal and cognizance of current trends in the public's amusement desires. So today, the Seeburg Corporation is still in advance of the field, and, as manufacturers of the original Ray-O-Lite Rifle Range, are the forerunners of a new epoch in the amusement machine industry.

The Seeburg Ray-O-Lite Rifle Range is the result of intensive research and tremendous cost. To perfect every feature, Seeburg engineers tested each minute detail, time after time, until they were convinced that their product was mechanically and electrically perfect.

The J. P. Seeburg Corporation recently placed the 1,000th machine, marking the termination of a 20 month period that was history making in the amusement machine industry. Never before was a game greeted with such nation-wide acclaim. Upholding all standards of quality and perfection, the record of these machines on location is convincing evidence of the thoroughness of engineering.

Behind the scenes was that necessary element, the fundamental forethought of amusing the public which was the formative idea that created the Ray-O-Lite Rifle Range. Combining all the thrills of actual trapshooting with the requirements of skill and control on the part of the marksman, this machine attracted continual heavy play from the very day it was placed on location.

The Seeburg Ray-O-Lite Rifle Range is housed in an attractive cabinet. A natural sporty range with realistic background for the moving duck target is an added inducement that invites patronage. The Ray-O-Lite Rifle Range is built of regulation size. A matched wood rifle stand holds the rifle.

The operation of this machine is simple and easily understood. While varying degrees of skill produce better markmanship records, every man, woman or child possesses enough aptitude to thoroughly enjoy it. The player aims at a duck that moves across the sporty illuminated background. The marksman pulls the trigger, and a ray of light is projected from the gun to the object aimed for. When the duck is squarely hit, it drops, and the score is registered on an illuminated panel.

As in most cases where individual enterprise has led the way, the followers straggled behind to capitalize upon Seeburg's efforts and research. Companies infringing upon the patent rights will be prosecuted to the fullest extent of the law.

Although combining the principle of the radio and photo-electric cell, the installation of this device is effortless. Operating under the usual electric lighting system, the simple process of plugging into a wall socket is all that is necessary. Any available space will do, for the range can be set at varying distances.

Production at the Seeburg plant progresses at a tremendous rate of speed. Although geared to this fast pace, efficiency maintains the high standards of quality manufacturing to meet growing demands with immediate deliveries.

Eaton Canyon bird and game sanctuary, near Pasadena, Cal., has birds from far distant places, including India and Australia.

Life is just perverse enough to punish those who operate on the basis of letting the morrow take care of itself.

HERE WE SEE, LEFT TO RIGHT, Mr. Sam C. Cohen, owner of the Atlanta Coin Machine Exchange, 136-138 Piedmont avenue, S.E., Atlanta, Ga., his charming wife, Mrs. Cohen, and the very effulgent "If" Webb, manager of the phonograph division of the Rock-Ola Manufacturing Corporation. In back of these illustrous people is "Sam's" new automobile which he broke in by driving to the Rock-Ola plant in Chicago from Atlanta. Upon his arrival at the Rock-Ola plant there was no question as to Sam's admiration and devotion for the new car. He fondled it like a mother with her new born babe. Sam carried no less than five handkerchiefs in five pockets to immediately flick off any minute particle of dust that might dare to light on his new "baby." "Sam's" pride in his new car was only exceeded by his great admiration for Rock-Ola's new 1937 "Rhythm King" phonograph.

PRESIDENT CLOER IS ON THE JOB

Hobson J. Cloer, president of the Fort Worth Coin Machine Operators Association, advised an AUTOMATIC WORLD representative that Jim Boyles of Oklahoma City had passed through Fort Worth and stopped for a visit at Mr. Cloer's Lancaster avenue office. Mr. Boyle was en route to Dallas where, no doubt, he expected to see some of the Texas Centennial.

President Cloer advised that the regular meeting of the Fort Worth Association was to be postponed from Monday, the 19th, to Thursday, the 22nd, so that the operators would have an opportunity to meet Ray Moloney and Jim Buckley of the Bally Manufacturing Company of Chicago, who are touring this section.

Penny-in-the-slot machines were used to distribute holy water in churches and temples centuries ago. A coin inserted opened a vent and released a quantity of the water.

Two and One-Half Million Dollars Worth of Rhythm Kings Booked By Operators; Production Plans Call For 300 A Day

From the Phonograph Division of Rock-Ola Manufacturing Corporation, Chicago, comes the official announcement of the sensational new Rhythm King Model. I. F. Webb, Phonograph Division Manager, announces, "Operators in every section of the United States as well as foreign operators are clamoring for Rhythm Kings. In fact, the Rhythm King Model is so striking that over one million dollars worth of business was booked from photographs sent out in advance of the actual samples. And, since samples were shipped, the total booking is well over 2 1-2 million dollars."

"One of the features of the Rhythm King, greatly responsible for this tremendous advance booking, is the new visible coin chute. Created by Rock-Ola engineers, this new type chute, built on the escalator principle, shows the last six coins played in the Rhythm King. Whether nickel, dime, or quarter, the coin is instantly visible through a glass partition." Rock-Ola officials say the main attraction of the Rhythm King is the cabinet design which is startlingly different than any other phonograph cabinet ever offered.

The costliest of imported and do-domestic woods have been put into the construction of the Rhythm King cabinet. It presents an imposing sight with Oriental walnut sides and top, English Harewood pilasters and top ends, beautiful inlaid rosewood panels, imported marquetry inlays and American walnut trim.

Other important features are the new all in one program panel and a new light up effect which portrays an orchestra in the pit of a theatre. Since the introduction of the first Rock-Ola phonograph at the Coin Machine Show in 1935, all Rock-Ola phonographs have used the light weight crystal pickup, which makes records and needles actually wear five times as long. And, as a further development in the tone of the Rock-Ola phonograph, Rock-Ola engineers have succeeded in eliminating all of the scratch.

To make it easy for the operator to inspect and oil the mechanism of the Rhythm King, the entire front of the cabinet folds open making the chassis fully accessible from the front.

The climax of a tour through the Rock-Ola factory to most visitors these days is in seeing the many thousands of square feet given over to the production of Rock-Ola's new Rhythm King. In view of the tremendous advance booking for Rhythm Kings, immediate plans are under way for a daily production of 300 Rhythm Kings. It is interesting to note that the entire Rhythm King is made right in the Rock-Ola factory including the cabinet and amplifer.

THE GENTLEMAN WITH THE big broad smile—which simply will not come off—is Mr. Ed George of Ed George Novelty Company, 37-39 Ira avenue, Akron, Ohio. Mr. George is seen at one of the entrances to the big Rock-Ola plant, on his way to the phonograph division where he placed an order for two carloads of new Rock-Ola Rhythm Kings. Mr. George reports business conditions in Akron as most favorable, in fact, at a higher ebb, than since 1929. As a result of local conditions Mr. George, during his visit to the Rock-Ola factory in Chicago, was very enthused over the outlook for his sales from now on.

SO "HOT" REQUIRES REFRIGERATOR CAR. SO "HOT" IS KEENEY'S new one ball payout game, "Stop and Go" that many shipments are being made in refrigerator cars, as shown above. Looking on, but as usual doing no work, is Ray Becker, Keeney's sales manager, who is shown personally supervising shipments as they go into the car.

When Germans start turning wood into food, they can utilize knot-holes for doughnut centers.

A scientist says the American Indians, many, many years ago, practiced brain surgery. But we called it scalp treatments.

It will not avail you much to hold your breath, even if you know that the Government spends $712 every time you breathe.

"There are 18 games called football." Several of them can be seen at one time by a flask-toting collegian.

Attention Operators! Read This Carefully

At all previous Coin Machine Shows, registration of operators, jobbers, distributors and manufacturers was done at the registration desk, Hotel Sherman, at the time of arrival.

Everyone who requested admission to the show, regardless of who they were, were given a season pass, which entitled them to view the exhibits, also partake of the exhibitors' hospitality.

Due to the fact that no restriction was ever placed on the admissions, everyone who requested a pass was given one, "no questions asked." Consequently, a lot of chiselers, lounge lizards, bar flys and what not, who have no connection with our industry, gained admission to the show, also the exhibitors' rooms. The only thing this type of person was interested in was to mooch a few drinks and after getting their tanks filled, to get boisterous and try to take off the parts of big shots.

In order to overcome this evil, admission to the 1937 Coin Machine Show will be by special registration only.

All operators who are going to attend the annual convention must make written application for admission tickets prior to the show. Send requests for admission tickets to the National Association of Coin Operated Machine Manufacturers, 120 South LaSalle Street, Chicago, Ill., who in turn will properly register applicants and mail them special admission tickets, badges, etc.

Operators who come to the show, and who have not been properly registered, beforehand, will have to satisfy the doorkeeper that they are operators, then too, an admission charge will be made. (Avoid this red tape and admission by properly registering beforehand).

This special registration is for your own protection. So please comply with our request and we will have a bang-up show . . . one for coin machine men only.

Send in your registration now. Don't put it off—it's very important!

The dates are January 11, 12, 13 and 14, 1937—the place, Hotel Sherman, Chicago, Ill.

N.A.C.O.M.M.

1937 COIN MACHINE SHOW TO BE RECORD BREAKER

Manufacturers and others who have not already sent in their reservation for space are requested to do so at once. First come—first served.

The following is a list of the manufacturers who already have made application:

A.B.T. Mfg. Co., Advance Machine Co., Bally Mfg. Co., The Capehart Corp., Central Pattern & Foundry Co., Chicago Coin Corp., Churchill Cabinet Co., Coin Machine Journal, Coin Machine Review, Daval Mfg. Co., Dudley Lock Corp., Exhibit Supply Co., Gay Games, Inc.; Genco, Inc., John N. Germack, D. Gottlieb & Co., Groetchen Tool & Mfg. Co., Guardian Electric Mfg. Co., Hunt Clubs, Inc., Illinois Lock Co.
International Mutoscope Reel Co., Inc., O. D. Jennings & Co., J. H. Keeney & Co., Automatic Age, John Gabel, Caille Bros., Malkin-Illion Co., The Northwestern Corp., Pace Mfg. Co., Inc., Pan Confection Factory, Pacific Amusement Mfg. Co., Rock-Ola Mfg. Corp., J. P. Seeburg Corp., N. Shure Co., Simmons Coin Machine Co., Inc., Stoner Corp., The Werts Novelty Co., Inc., Western Equipment & Supply Co., W. W. Wilcox Mfg. Co., Mills Novelty Co., Rudolph Wurlitzer Co., National Vendors, Automatic World, Stewart & McGuire, Brunswick Record, C. R. Kirk Co., R. C. A. Victor, Decca Records, Rowe Cigarette, Buckley Mfg. Co., B. A. Withey.

Mr. Frank Bering, manager of Hotel Sherman, reports the heaviest advance reservation for rooms, which he has ever experienced, since the hotel has had the convention. Operators who want to stay at the Hotel Sherman during the convention should make their reservation now.

Convention sessions will be held by the operators, jobbers, distributors and the manufacturers.

Put down these dates—January 11, 12, 13 and 14, 1937. Place, Hotel Sherman, Chicago, Ill.

Make it your business to attend.

RAY MOLONEY AND JIM BUCKLEY VISIT TEXAS

Ray Moloney, president of Bally Manufacturing Company, Chicago, and Jim Buckley, sales manager, were visitors to "these parts" of the good ole U. S. A. the past few days. They are sorta makin' a vacation trip as well as entertaining their many friends. En route, they contact Art Garvey in different cities where they collaborate with him in displaying the different types of games which are transported about on their large Mack truck.

Their display of the many Bally "hits" which they manufacture is exhibited in a most attractive manner. Truly, they "are moving along!"

Ray and Jim, as all the gang seem to address them, are two very likable fellows.

Hosts to Fort Worth Operator Friends

Entertaining at the Fort Worth Frontier Centennial's "Casa Manana," the largest and most elaborately staged show in the world, these boys displayed true hospitality.

The boys were also present at the called meeting of the Fort Worth operators. The meeting was called to order by President H. J. Cloer. He introduced Mr. Moloney and Mr. Buckley. Ray remarked that he had not been in Texas in twenty years (however, he does not appear that old) but expressed himself as having the best time in his life. Jim Buckley also said that he was having a grand time and was tickled stiff to get to meet his Fort Worth friends.

This story is told by one who was present in Dallas. It is said that Jim Buckley, Ray Moloney, Earl Reynolds, S. H. Lynch and Miss Helen Savage witnessed one of the most interesting races ever held (in the suite of Ray and Jim). It was a turtle race. Joe Williams, Dallas operator, was banker. It seems that some trick work might have been maneuvered. The turtles were allowed to take a plunge in glasses of real old mellow Scotch, and as explained, real pep and enthusiasm was displayed. It was a real fall meet.

Some very interesting fish stories were told by Jim and vouched for by Ray. (They were real, all right).

The boys are going to San Antonio, Houston, Galveston (where they will fish), then to New Orleans and after returning to Chicago, vow they are going on to Alaska for a real vacation.

WANT ADS

4 CENTS A WORD — **CASH WITH COPY**

HAVE 65 SANDYS HORSES. WILL SACRIfice, owing to territory being closed on counter games. Majority in original cartons. Guaranteed all perfect working, or will trade for Jumbos, All Stars, Hialeahs, Tycoons, Roundups, Turf Champs, Pamco Palookas, Credits. Milton Pivan, 4206 North Kimball Street, Chicago, Illinois.

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically, 2,500 names, $5; 5,000 names, $9; 7,500 names $12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WE CARRY A COMPLETE LINE OF ALL the latest floor and counter machines. Big variety of late-model machines at low prices. List mailed weekly. Marion Company, 564 West Douglas, Wichita, Kan. (Reg.)

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket, 1c or 5c size, $1.50 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. $1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WE BUY ANYTHING IF THE PRICE IS right and pay spot cash. One ball pay tables, Paces Races, cigarette machines, phonographs, slot machines or anything else. Charles Pittle, New Bedford, Mass. (Mass.)

FOR SALE CHEAP—BALLY ONE BALL pay tables. Slot machines. Paces Races. Snack Vendors, and other machines. Write for prices. Charles Pittle, New Bedford, Mass. (Reg.)

WANTED—TRADE IN YOUR OLD SLOT machines for new or used equipment. Give full information in first letter. Marion Company, 564 West Douglas Ave., Wichita, Kansas.

OPERATORS ATTENTION — 25 SEEBURG Selectophone Phonographs, $90 each and 25 Rock-Ola Multi-Selectors, 1935 models, $135 each. All in first class condition. One-third deposit with order, balance C.O.D. Atlanta Coin Machine Exchange, 138 Piedmont Avenue, S. E., Atlanta, Ga.

TWENTY-FOUR RECORD SELECTIVE Gabels, attractive streamline cabinets, Webster pickup and amplifier; like new. Latest serial numbers, $65 each, complete with records. Capitol Automatic Music Co., 460 West 34th Street, New York City.

ATTENTION PHONOGRAPH OPERATORS! Phonograph records, slightly used, first class condition, late releases, popular artists. Satisfaction guaranteed. Lots of 100, assorted, $10. One-half cash, balance C.O.D. C. W. Percy, Greenway Lane, Preston Hollow, Dallas, Texas. Phone 58-4770.

EXPERIENCED OPERATOR WANTS PIN games, slots, or any other coin operated amusement games to run on commission basis. Preferably in Mid-West, as doctor advises that I must take my wife to higher altitude. If interested, write. References. Write H.A.D., care Automatic World.

CRANES, DIGGERS, CLAWS, AT LOW prices. New Supreme Peanut Venders, 6 lbs., complete with locks, $3.85. Supreme Juniors, 3 lb., $2.75. New Lincoln spotted ball gum venders, cap. 600, $4.85. Cent-A-Smoke Cigarette Venders, $4.50. Mailing list, newly compiled, 3000 names and addresses of buying operators, jobbers, manufacturers, from coast to coast, complete, only $4.50. National Vending Machine Co., 4242 Market Street, Philadelphia, Pa.

BALL GUM VENDORS, 800 BALL, $3 EACH. Ball Gum, $5.00 per carton of 50 boxes (5,000 balls). Variety Sales Co., 4174 Montrose Ave., Chicago, Illinois.

WANTED TO BUY: MILLS, DEWEYS, 5c and 25c play. Pioneer Coin Machine Co., 706 Carroll Street, Fort Worth, Texas.

"If there's anything I hate worse than a quitter, it's a beginner," says Sallie.

Look! Operators—Jobbers!
MAKE ME AN OFFER!

10 Daily Races (Mystery Slot) Gottlieb Latest Type Cash Payout
8 Turf Champs (Cash Payout)
All tables are brand new and have never been used or uncrated. Wire me your bid for quick action.

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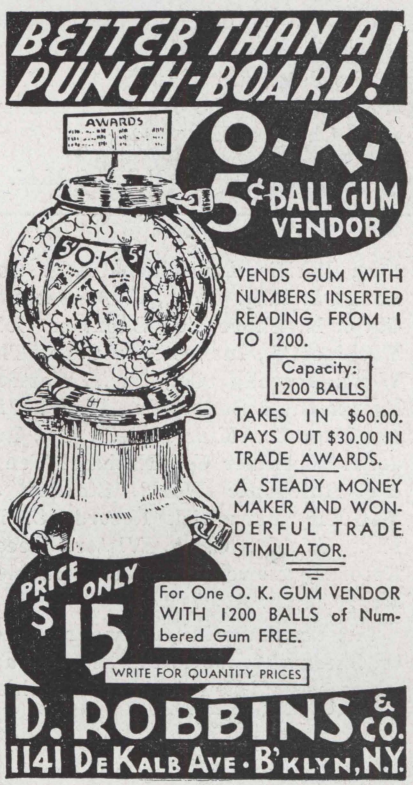
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VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200.
Capacity: 1200 BALLS
TAKES IN $60.00. PAYS OUT $30.00 IN TRADE AWARDS.
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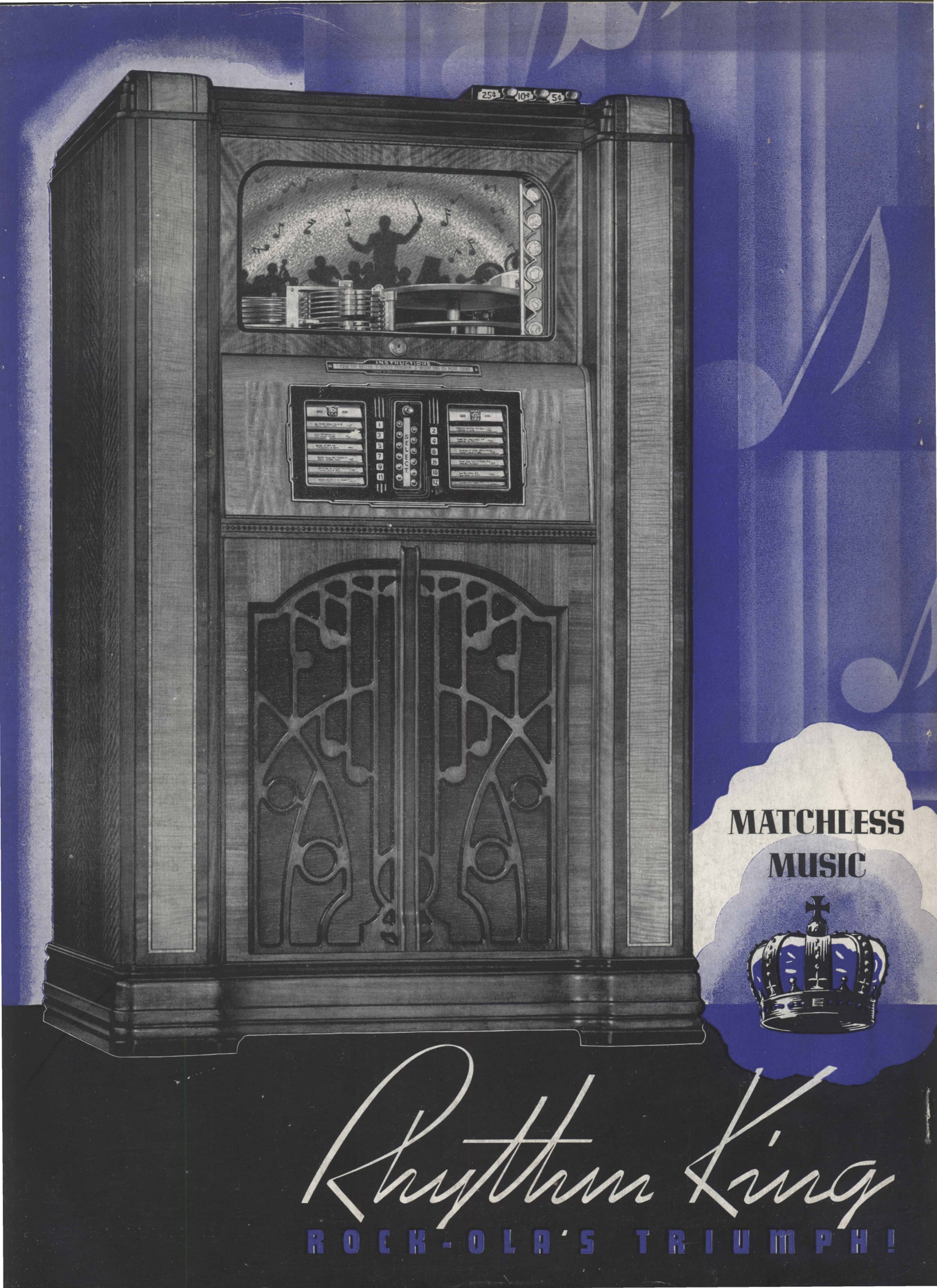
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